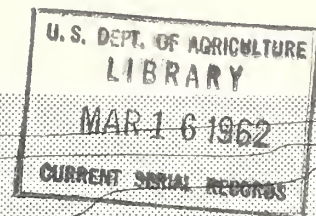


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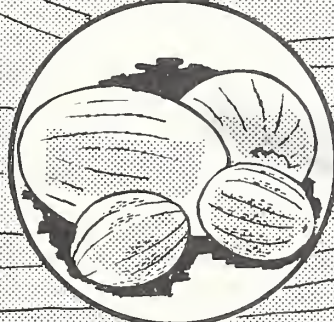


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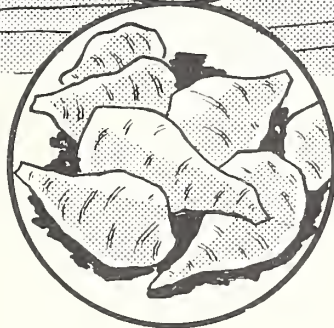
ACREAGE-MARKETING GUIDES



Summer and Fall
Vegetables



Melons



Sweetpotatoes

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
AMG-25

Washington, D. C.
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F O R E W O R D

The acreage-marketing guides program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed and some of the crop goes to waste.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1962 Acreage-Marketing Guides

Summer and Fall Vegetables for Fresh Market

Summer Melons and Sweetpotatoes

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accordance with the individual commodity guide. For example, when it is recommended that the 1962 acreage of early fall cabbage be reduced 10 percent from the acreage planted in 1961, every grower of early fall cabbage should reduce his plantings by 10 percent.

I. 1961 REVIEW AND RECOMMENDATIONS FOR 1962

Summer Vegetables: The marketing of summer vegetables in 1961 followed a pattern similar to that in 1960. Cold, wet weather early in the growing season caused a significant delay in the development of many vegetables. As a result, supplies were below normal and prices high during the first portion of the marketing season. Early summer crops of cabbage, sweet corn, cucumbers, peppers and tomatoes sold at high prices. Beginning in mid-July, there was a steady build-up of shipments and prices trended downward. However, average returns were favorable for such commodities as lima beans, beets, eggplant, peppers and tomatoes. The market for summer crop onions was exceptionally good. Production was below the previous year in most areas and harvest overlaps were at a minimum. Prices for late summer crop onions in storage reached very high levels during the winter of 1962; freeze damage to the 1962 spring crop in Texas was a contributing factor.

Producers had considerable marketing problems with several major vegetables. Carrots, celery and lettuce crops were large, particularly in the West. Prices were low in all areas during most of the 1961 summer season. The late summer production of sweet corn was record large, reflecting high yields. Returns to growers were low and some quantities were not marketed.

The 1962 aggregate acreage guide for summer vegetables is a planted acreage equal to 1961. With normal abandonment and average yields, production in 1962 would be 3 percent less than in 1961.

Summer Melons: Prices for cantaloups were high during the first half of the 1961 season, partly due to a small early summer crop. But the major factor was that excessive heat reduced yields on early acreage in California (which usually furnishes more than half of the total summer supply). In consequence, supplies were below normal through July. Prices declined during the last half of the season as California's potential supply increased and harvests became active in the East and Midwest. The 1962 guides recommend 5 percent more

acreage in early summer states, a 10 percent reduction in California and no change in other states.

Producers of watermelons for early summer harvest cut acreage sharply in 1961 in reaction to low prices the previous year. The resulting production was the smallest in twenty years. Also, competition with preceding spring crops was light. Prices were high. The guides recommend 5 percent more early summer acreage in 1962. Late summer watermelon production in 1961 was moderately below 1960 but considerably above average. Prices were above the low levels of 1960 but about average. The 1962 guide suggests an acreage equal to 1961.

Fall Vegetables: Plantings of fall season vegetables in eastern and mid-western states were increased in 1961 compared with 1960. Although weather was detrimental in a few areas, vegetables generally developed under favorable conditions and average yields were high. Large supplies resulted and prices for many commodities were depressed. Florida producers in particular encountered adverse markets. Prices for Florida snap beans, cucumbers, eggplant, peppers and tomatoes were at low levels during most of the season and some quantities were not marketed. Spinach and cauliflower were the only major eastern grown items that returned high prices.

Vegetable growers in the West made a general reduction in acreage, responding to low prices of recent years. But abundant supplies in competing areas barred any market improvement for such items as carrots, celery and lettuce. The California tomato and cauliflower crops were principal exceptions; eastern early fall competition was light. In the aggregate, the guides recommend 3 percent less acreage in 1962. Production would, with average yields, be 6 percent less than in 1961.

Sweetpotatoes: Production in 1961 was slightly less than in 1960, largely due to lower yields. Crops in all areas met excellent reception and prices were relatively high. The 1962 guide recommends no change in acreage. With average yields, the 1962 production would be 1 percent more than in 1961.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

Specific acreage guide recommendations for each
commodity are as follows:

Commodity	: Percentage change in 1962 planted : acreage compared with 1961 <u>Percent</u>
<u>Summer Vegetables</u>	
Beans, Lima	No change
Beans, Snap	No change
Beets	No change
Cabbage (early)	No change
Cabbage (late)	No change
Carrots (early)	Minus 5
Carrots (late)	No change
Cauliflower	No change
Celery (early)	No change
Celery (late)	No change
Corn, Sweet (early)	No change
Corn, Sweet (late)	No change
Cucumbers (early)	Plus 5
Cucumbers (late)	Plus 5
Eggplant	No change
Lettuce	Minus 5
Onions (early)	Plus 5
Onions (late)	No change
Peas, Green	No change
Peppers, Green (early)	Plus 5
Peppers, Green (late)	No change
Spinach	Plus 5
Tomatoes (early)	No change
Tomatoes (late)	No change
<u>Summer Melons</u>	
Cantaloups (early)	Plus 5
Cantaloups (mid)	California: Minus 10 All other states: No change
Cantaloups (late)	No change
Watermelons (early)	Plus 5
Watermelons (late)	No change

Specific acreage guide recommendations for each
commodity are as follows:
(Continued)

Commodity	: Percentage change in 1962 planted : acreage compared with 1961 <u>Percent</u>
<u>Fall Vegetables</u>	
Snap Beans (early)	New Jersey: Minus 10
Snap Beans (late)	All other states: Minus 5
Broccoli	Florida: Minus 5
Cabbage (early, fresh and processing)	Texas: No change
Cabbage (late)	No change
Carrots (early)	Minus 10
Carrots (late)	No change
Cauliflower (early)	Minus 5
Cauliflower (late)	No change
Celery (early)	No change
Celery (late)	No change
Corn, Sweet	No change
Cucumbers (early)	No change
Cucumbers (late)	Virginia, South Carolina and
Eggplant	Texas: Minus 10
Lettuce (early)	All other states: no change
Lettuce (late)	Minus 5
Peppers, Green	Florida: Minus 15
Spinach (early)	Texas: No change
Spinach (late)	New Jersey and California: Minus 5
Tomatoes (early)	All other states: No change
Tomatoes (late)	Minus 5
Sweetpotatoes	Florida and Texas: Minus 5
	Virginia: No change
	No change
	No change
	Plus 5
	No change
	No change

II. DEMAND FOR VEGETABLES IN THE SUMMER AND FALL OF 1962

The general expansion in business activity that began in the first quarter of 1961 is expected to continue through 1962, boosting consumers' incomes to successively higher record levels. The gains in purchasing power, coupled with demands from our growing population, are likely to raise consumer spending for food to new highs in the latter part of this year. Prices received by growers for vegetables will depend largely on the volume and quality of production and timeliness of harvest.

The prospective strength of economic activity derives from an outlook for increased investment spending by the private business sector of the Nation, larger purchases of goods and services by the Government sector, and an expanding consumer market for goods and services in general. These sources of demand should generate in the summer and fall of 1962 a level of employment and flow of income substantially above the levels of mid-1961.

With business profits rising as the recovery from the 1960-61 recession rolls along, business investment will rise. Industry indicated plans to step up spending for new plant and equipment in the first quarter of 1962 by 6 percent from the estimated outlays for 1961. Business capital outlays reached a cyclical low in the second quarter of 1961 and have steadily recovered since. Investment in private residential building in 1962 is also likely to be up about 6 percent, with private housing starts increasing by about 100 thousand units from the 1.3 million starts estimated for 1961.

Increasing demands from the Federal Government are expected to result in purchases of goods and services at mid-1962 around \$6 to \$7 billion above the annual rate of \$56.6 billion in the second quarter of 1961. Most of this increase would be for national security and international and space requirements. Intensified demands for new public facilities and services for a growing population will result in rising expenditures by State and local Governments.

These sources of demand and expanded consumer buying point toward a record flow of income to consumers in the summer and fall of 1962. After some reluctance to increase expenditures as incomes rose in mid-1961, consumer spending strengthened considerably at the end of the year. With increased consumer savings and consumer short-and intermediate-debt relative to income at the beginning of 1962 below levels of a year earlier, a high rate of consumer spending seems likely throughout 1962.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Motor vehicles used on farms, farm machinery, fuels, repair parts and tires should continue in plentiful supply through 1962. Fertilizers will be in ample supply. The more concentrated forms are growing in number and require less labor to handle. Use of pelleted fertilizers

avoids drift and wastage of small particles. Spot orders arising from unanticipated needs may not be filled immediately because of local shortages of particular products, unless substitute forms are acceptable. Adequate supplies of insecticides, fungicides and weed killers will be available. Since requirements for control measures are unpredictable, stocks should be on hand to care at least for minimum or average needs.

Indications are that the supply of all usual types of containers and protective wrapping materials for harvesting, transporting and marketing the 1962 vegetable crop will be adequate. In the container industries, there is ample productive capacity to meet all expected requirements. Barring unforeseeable interruption to container production, the supply outlook is good.

Manpower: Farm manpower in 1962 will be influenced by these characteristics: (1) An adequate over-all supply; (2) mechanization developments will increase in more crops, both on an experimental and operational basis, which in turn will decrease worker needs and alter the migratory farm worker patterns; (3) nominal increases in wage rates of farm workers; (4) demands from a variety of sources to improve the working and living conditions of farm workers; and (5) an intensified effort of the State Employment Services to maximize the use of available domestic farm workers and lessen the need for supplementary foreign agricultural workers. Qualified year-round farm workers continue in short supply in most states and this may be intensified by recent amendments to the Mexican Farm Worker Act prohibiting the employment of Mexican contract farm workers in year-round occupations and in the operation of power driven farm machinery.

IV. CANNED AND FROZEN VEGETABLES

Aggregate supplies of canned vegetables for the 1961-62 season are slightly above a year earlier. Peas, beets, and several tomato products are in close balance with market outlets. But supplies of sweet corn, lima beans, spinach and snap beans are above requirements. All frozen vegetables except peas are in heavy supply. Utilization of processed vegetables during the last half of the 1961-62 season will be at a high rate. However, the total carry-over will be large.

During the summer of 1962 supplies of most processed vegetables will be adequate to meet normal market needs. Competition with fresh vegetables will continue strong. The processed supply position during the fall of 1962 will depend on adjustments made by processors in their 1962 packs. The Department's guides for vegetables for processing in 1962 are published in a separate booklet. The recommendations are summarized in the following table:

1962 Acreage-Marketing Guides For

Vegetables For Processing

Commodity	:	Percentage Change in 1962 Planted Acreage Compared with 1961 (Percent)
Beans, Lima (For Canning)		Minus 10
(For Freezing)		Minus 15
Beans, Snap (For Canning)		Minus 10
(For Freezing)		Minus 15
Beets		No change
Cabbage for Kraut <u>1/</u>		
Corn, Sweet (For Canning)		Minus 10
(For Freezing)		Minus 20
Cucumbers for Pickles		Minus 10
Peas, Green (For Canning)		Plus 5
(For Freezing)		Minus 10
Spinach		Minus 5
Tomatoes		Plus 5

1/ Included in total early fall crop (fresh market and kraut combined)

Summer Vegetables: 1962 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	: 1962	: 1961	: 1955-59	: 1950-54	: 1961	: 1955-59	: 1950-54		
	: Guide	: Prel.	: 1960	: Average	: Average	: Prel.	: 1960	: Average	: Average
	- - - - - 1,000 acres - - - - -					- - - - - percent - - - - -			
Beans, Lima	13.2	13.2	13.8	10.4	12.9	100	96	127	102
Beans, Snap	34.5	34.5	34.4	37.0	42.7	100	100	93	81
Beets	1.3	1.3	1.2	1.6	1.9	100	108	81	68
Cabbage									
Early	7.8	7.8	7.7	8.2	9.1	100	101	95	86
Late	18.2	18.2	18.5	19.9	21.5	100	98	91	85
Carrots									
Early	6.8	7.2	6.1	7.2	7.0	95	111	94	97
Late	3.7	3.7	3.8	4.3	4.6	100	97	86	80
Cauliflower	4.0	4.0	4.0	4.7	<u>1/</u>	100	100	85	---
Celery									
Early	4.0	4.0	3.8	4.0	3.5	100	105	100	114
Late	3.0	3.0	3.0	3.5	5.2	100	100	86	58
Corn, Sweet									
Early	39.2	39.2	40.2	43.7	51.7	100	98	90	76
Late	103.9	103.9	101.6	99.3	107.2	100	102	105	97
Cucumbers									
Early	6.4	6.1	7.0	7.2	6.7	105	91	89	96
Late	6.4	6.0	6.8	7.0	6.9	105	94	91	93
Eggplant	1.3	1.3	1.4	1.3	1.6	100	93	100	81
Lettuce	48.6	51.2	55.0	46.9	39.1	95	88	104	124
Onions									
Early	9.4	9.0	11.4	10.5	7.0	105	82	90	134
Late	57.1	57.1	59.5	59.4	64.3	100	96	96	89
Peas, Green	1.6	1.6	1.8	2.8	4.6	100	89	57	35
Peppers, Green									
Early	8.1	7.8	7.0	8.8	9.1	105	116	92	89
Late	18.8	18.8	19.3	16.3	13.1	100	97	115	144
Spinach	2.5	2.4	2.6	1.6	1.3	105	96	156	192
Tomatoes									
Early	42.5	42.5	42.4	48.2	46.9	100	100	88	91
Late	33.2	33.2	33.0	34.9	38.7	100	101	95	86
Total	475.5	477.0	485.3	488.7	506.6 <u>2/</u>	100	98	97	93 <u>2/</u>

1/ Not available.

2/ Cauliflower not included.

Summer Vegetables: 1962 Probable Production with Comparisons

Commodity	P R O D U C T I O N 2/					: Probable Production from			
						: Acreage Guide as Percent of:			
	: 1962 1/	: 1961	: 1955-59	: 1950-54		: 1961	: 1955-59	: 1950-54	
	: Guide	: Prel.	: 1960	: Average	: Average	: Prel.	: 1960	: Average	: Average
	- - - - - 1,000 tons - - - - -					- - - percent - - -			
Beans, Lima	17.0	15.7	18.0	12.7	16.6	108	94	134	102
Beans, Snap	66.2	66.0	69.0	70.6	74.2	100	96	94	89
Beets	12.2	11.8	11.4	13.8	16.8	103	107	88	73
Cabbage									
Early	73.3	78.2	77.2	74.0	76.4	94	95	99	96
Late	175.2	179.2	188.0	182.0	184.2	98	93	96	95
Carrots									
Early	93.5	97.2	93.0	94.6	91.4	96	101	99	102
Late	35.4	38.6	42.8	37.8	36.1	92	83	94	98
Cauliflower	18.2	15.3	20.9	20.5	3/	119	87	89	---
Celery									
Early	89.6	98.2	86.0	90.2	66.6	91	104	99	135
Late	46.8	46.5	50.0	51.0	71.6	101	94	92	65
Corn, Sweet									
Early	126.0	132.6	125.4	122.2	11.9	95	100	103	113
Late	304.2	316.8	304.1	270.8	279.3	96	100	112	109
Cucumbers									
Early	27.5	28.6	29.9	26.8	24.0	96	92	103	115
Late	25.9	23.6	27.1	26.6	27.6	110	96	97	94
Eggplant	8.0	7.8	8.8	7.4	7.2	102	91	108	111
Lettuce	442.8	487.6	549.4	437.4	355.4	91	81	101	125
Onions									
Early	100.0	99.8	119.9	99.1	55.7	100	83	101	180
Late	854.2	859.4	953.6	854.0	839.2	99	90	100	102
Peas, Green	2.8	3.0	3.4	4.3	6.4	93	82	65	44
Peppers, Green									
Early	14.2	13.5	12.4	14.7	13.8	105	115	97	103
Late	85.8	87.3	86.6	72.0	50.4	98	99	119	170
Spinach	5.8	6.0	6.3	3.3	2.6	97	92	176	223
Tomatoes									
Early	250.4	267.4	258.2	230.3	203.3	94	97	109	123
Late	165.7	158.2	169.2	169.3	203.0	105	98	98	82
Total	3,040.7	3,138.3	3,310.6	2,985.4	2,813.7 4/	97	92	102	107 4/

1/ Computed: Planted acreage guides for 1962 summer vegetables less normal abandonment times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

3/ Not available.

4/ Cauliflower not included.

Summer Melons: 1962 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide			
	1962	1961	1955-59	1950-54	1961	1960	1955-59	1950-54
Guide	Prel.	1960	Average	Average	Prel.	Average	Average	Average
	----- 1,000 acres----- percent -----							
Cantaloups								
Early	12.7	12.1	12.7	17.7	23.3	105	100	72
Mid	65.2	71.1	70.8	56.0	50.8	92	92	116
Late	15.2	15.2	15.9	14.1	13.7	100	96	108
Watermelons								
Early	240.2	228.8	244.1	301.7	298.8	105	98	80
Late	33.8	33.8	35.6	28.3	22.2	100	95	119
Total	367.1	361.0	379.1	417.8	408.8	102	97	88

Summer Melons: 1962 Probable Production with Comparisons

	Production 2/				Probable Production from Acreage			
	1962 1/	1961 :	1955-59 :	1950-54 :	1961 :	1955-59 :	1950-54 :	
	Guide	Prel. :	1960 :	Average :	Prel. :	1960 :	Average :	
	1,000 tons				percent			
Cantaloups								
Early	33.0	33.0	34.0	44.2	88.6	100	97	
Mid	351.7	383.4	355.8	305.4	240.0	92	99	
Late	59.2	60.0	58.0	56.2	53.2	99	102	
Watermelons								
Early	799.8	781.3	832.8	935.4	900.2	102	96	
Late	201.0	201.6	220.6	165.4	115.6	100	91	
Total	1,444.7	1,459.3	1,501.2	1,506.6	1,397.6	99	96	

1/ Computed: Planted acreage guides for 1962 summer melons less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Fall Vegetables: 1962 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:				
	1962	1961	1955-59	1950-54	1961	1955-59	1950-54			
	: Guide	: Prel.	: 1960	: Average	: Average	: Prel.	: 1960	: Average	: Average	
	1,000 acres					percent				
Beans, Snap										
Early	15.2	16.1	14.6	15.1	20.6	94	104	101	74	
Late	14.6	15.3	12.8	18.4	23.8	95	114	79	61	
Broccoli	22.9	22.9	24.9	24.0	21.8	100	92	95	105	
Cabbage										
Early <u>2/</u>	31.4	34.9	33.7	35.6	<u>1/</u>	90	93	88	---	
Late	4.0	4.0	4.2	4.3	4.7	100	95	93	85	
Carrots										
Early	20.1	21.2	19.8	21.4	19.7	95	102	94	102	
Late	8.0	8.0	8.0	9.6	9.9	100	100	83	81	
Cauliflower										
Early	7.8	7.8	7.8	8.3	<u>1/</u>	100	100	94	---	
Late	6.9	6.9	7.2	6.0	<u>1/</u>	100	96	115	---	
Celery										
Early	1.9	1.9	1.7	2.4	3.7	100	112	79	51	
Late	6.0	6.0	8.3	7.7	7.9	100	72	78	76	
Corn, Sweet	11.3	11.3	10.7	10.7	4.9	100	106	106	231	
Cucumbers										
Early	7.7	8.3	8.0	6.4	4.3	93	96	120	179	
Late	6.3	6.6	6.2	6.1	4.9	95	102	103	129	
Eggplant	1.5	1.6	1.6	1.5	1.5	94	94	100	100	
Lettuce										
Early	31.2	32.6	34.7	39.1	47.1	96	90	80	66	
Late	20.0	21.0	23.4	20.0	12.0	95	85	100	167	
Peppers, Green	6.6	6.9	7.3	6.7	7.9	96	90	99	84	
Spinach										
Early	5.0	5.0	5.6	5.8	7.3	100	89	86	68	
Late	2.8	2.8	2.6	2.7	3.9	100	108	104	72	
Tomatoes										
Early	20.5	19.5	21.9	21.1	17.4	105	94	97	118	
Late	10.0	10.0	9.7	14.4	20.2	100	103	69	50	
Total	261.7	270.6	274.7	287.3	243.5 <u>3/</u>	97	95	91	89 <u>3/</u>	

1/ Not available.

2/ Includes processing.

3/ Early fall cabbage and cauliflower early and late fall not included.

Fall Vegetables: 1962 Probable Production with Comparisons

Commodity	P R O D U C T I O N 2/					: Probable Production from Acreage : Marketing Guide as Percent of:			
	1962 1/	1961	1955-59	1950-54	1961	1955-59	1950-54		
	: Guide	: Prel.	: 1960	: Average	: Average	: Prel.	: 1960	: Average	: Average
	- - - - - 1,000 tons - - - - -					- - - - percent - - - -			
Beans, Snap									
Early	29.6	29.6	27.1	30.5	37.0	100	109	97	80
Late	22.6	25.6	23.0	26.2	24.6	88	98	86	92
Broccoli	51.0	51.4	57.0	52.7	49.1	99	89	97	104
Cabbage									
Early 4/	372.3	418.2	425.8	414.0	3/	89	87	90	---
Late	21.2	25.6	20.8	20.6	25.8	83	102	103	82
Carrots									
Early	243.0	268.0	263.8	231.3	230.5	91	92	105	105
Late	111.2	110.0	134.0	128.4	117.6	101	83	87	95
Cauliflower									
Early	33.5	23.7	35.0	33.2	3/	141	96	101	---
Late	32.4	34.5	37.8	25.4	3/	94	86	128	---
Celery									
Early	27.8	29.7	26.0	30.0	46.6	94	107	93	60
Late	129.0	139.5	163.9	164.2	135.8	92	79	79	95
Corn, Sweet	30.8	33.4	22.2	29.5	13.4	92	139	104	230
Cucumbers									
Early	29.6	30.2	31.8	26.2	19.4	98	93	113	153
Late	32.3	35.6	33.6	31.1	20.7	91	96	104	156
Eggplant	5.5	7.2	5.0	5.8	4.3	76	110	95	128
Lettuce									
Early	242.0	252.5	258.0	285.3	297.5	96	94	85	81
Late	156.0	178.5	176.6	135.8	82.0	87	88	115	190
Peppers, Green	20.8	26.4	22.1	19.1	16.0	79	94	109	130
Spinach									
Early	13.8	12.9	12.8	15.5	21.9	107	108	89	63
Late	5.4	5.2	5.6	4.8	5.7	105	96	112	95
Tomatoes									
Early	172.2	160.9	191.6	172.0	137.6	107	90	100	125
Late	54.9	56.4	40.4	59.8	50.9	97	136	92	108
Total	1,836.9	1,955.0	2,013.9	1,941.4	1,336.4 5/	94	91	95	105 5/

1/ Computed: Planted acreage guides for 1962 fall vegetables less normal abandonment times average yield.

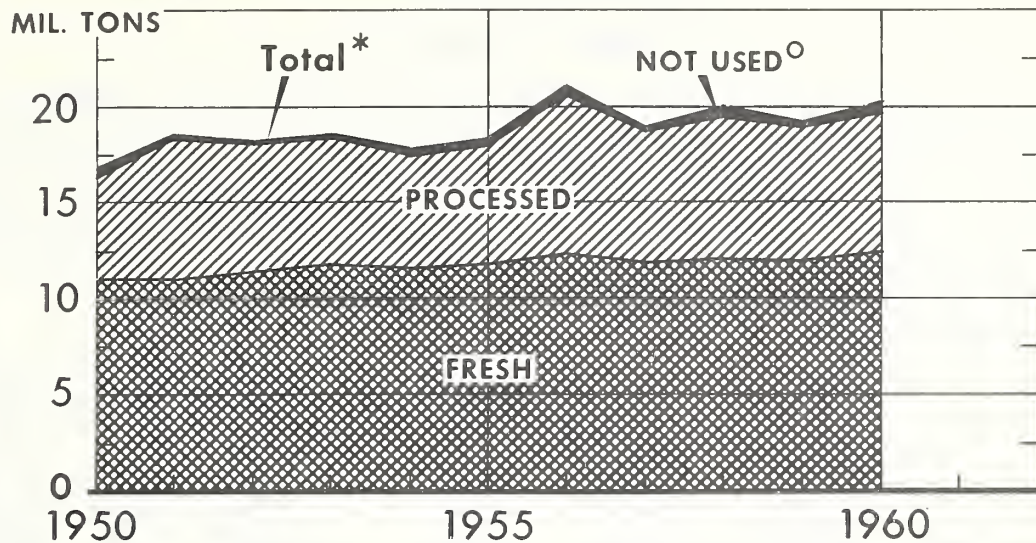
2/ Includes some quantities not marketed. See individual tables for particulars.

3/ Not available.

4/ Includes processing.

5/ Early fall cabbage and early and late cauliflower not included.

Vegetable Production Increases a Fifth in Past Decade



* INCLUDING MELONS

○ UNHARVESTED ON ACCOUNT OF ECONOMIC CONDITIONS, AND SHRINKAGE AND LOSS OF DRY ONIONS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 341-61 (8) ECONOMIC RESEARCH SERVICE

Total production of vegetables increased from 16.9 million tons in 1950 to a little over 20 million tons in 1960. The production of fresh vegetables and melons accounted for about a third of the gain. Among the major fresh commodities, sharp increases occurred in the output of lettuce, cucumbers, peppers and onions. Carrot, celery and sweet corn crops made modest gains, snap bean and spinach production declined, and all other fresh vegetables showed no trend.

1962 Acreage-Marketing Guides
Summer Vegetables

Lima Beans - Summer

(New York, New Jersey, Maryland, North Carolina, Georgia and Alabama)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1962 Acreage Guide and Probable Production

(planted acreage equal

to 1961)

13,200

1/ 26

340

Background Statistics

1961 Prel.	13,200	13,200	24	314	8.50	2,668
1960	13,850	13,850	26	359	7.73	2,776
1955-59 Average	10,386	10,316	25	254	8.12	2,071
1950-54 "	12,948	12,728	26	2/ 331	8.00	2,581

1/ 1956-60 average yield.

2/ Includes 13,000 cwt. not marketed in 1950 and excluded in computing value.

Comparisons and Comments: During the early and mid-1950's, summer lima bean acreage for fresh market was reduced each year. But in 1959 growers sharply increased plantings and have since maintained a fairly stable acreage. In 1961, minor cuts in New York and Georgia resulted in a total summer acreage 5 percent less than in 1960. Early cool, wet weather delayed crops generally but subsequent favorable conditions allowed sufficient recovery so that yields for the group were near average levels. Total production was 13 percent less than in 1960 but 24 percent above the 1955-59 average. Timing of harvests among the summer states was good and the consequences of bunched shipments were avoided. Season average prices were substantially above those in 1960. Plentiful supplies of processed limas in 1962 will preclude any substantial increase in outlets for fresh lima beans. A planted acreage equal to 1961 should provide ample supplies for market requirements.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 1 percent and a 1956-60 average yield will result in a production 8 percent larger than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York (L. I.),
New York, Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
Georgia, Tennessee, Alabama and Colorado)

Year	Acreage		Yield		Price	Value
	Planted	For Harvest	Per Acre	Production		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

34,460

1/ 40

1,323

Background Statistics

1961 Prel.	34,460	33,510	39	1,321	7.84	10,356
1960	34,370	33,170	42	1,379	8.10	11,168
1955-59 Average	36,976	35,496	40	2/ 1,412	7.67	10,528
1950-54 "	42,680	41,120	36	2/ 1,484	8.03	11,790

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 19 in 1950, 19 in 1951, 9 in 1953, 38 in 1955, 49 in 1956, 24 in 1957, 36 in 1958 and 44 in 1959.

Comparisons and Comments: Total acreage was about the same as in 1960 but moderately less than the 1955-59 average. Relatively small acreage increases in numerous states were about offset by a reduction in New York which was largely due to abnormally wet conditions and below average temperatures during May and June. After the general delay early in the season, crops in the Northeast made rapid progress and with favorable weather during August, average yields were improved. In parts of the Midwest and South, however, yields were less than normal. The production was slightly less than in 1960 and 6 percent less than the 1955-59 average. Marketing of the crop was generally handicapped by greater competition among summer states for markets during August and by fairly heavy volume from early fall states during early September. Prices to growers were a little less than in 1960 in several of the larger producing states. Heavy stocks of both canned and frozen snap beans are expected to be available through the 1962 summer season. But a production for fresh market about equal to 1961 should not be excessive if the pattern of movement to markets is normal in 1962.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 4 percent and a 1955-59 average yield would result in a production about equal to 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Beets - Summer

(New Jersey and Pennsylvania)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Price	: Value
	(acres)	(cwt.)		(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production
(planted acreage equal
to 1961) 1,300

1/ 188

244

Background Statistics

1961 Prel.	1,300	1,300	182	237	3.26	773
1960	1,200	1,200	189	227	3.13	711
1955-59 Average	1,550	1,550	179	275	2.99	824
1950-54 "	1,930	1,930	174	335	2.74	913

1/ 1957-60 average yield.

Comparisons and Comments: The long term decline in the acreage and production of summer season beets appears to have halted, at least temporarily. During the past few years plantings in both New Jersey and Pennsylvania have held within a relatively narrow range. The combined acreage in 1961 was 8 percent higher than in 1960 but 16 percent below the 1955-59 average. Marketing patterns were somewhat distorted in 1961 due to unfavorable weather during the spring months. Movement from New Jersey reached volume in late June, several weeks behind schedule. Pennsylvania harvests got underway in July. Ample supplies were available through the early fall months. In general, market conditions were favorable and prices received by growers were moderate. Competition from canned beets was not as strong as usual due to reduced supplies. Current prospects indicate that canned beet supplies will be moderate in 1962. However, the market demand for fresh beets is not expected to change significantly during the next few years. A 1962 acreage equal to 1961 would, with average yields, provide adequate supplies for market needs.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1957-60 average yield, will result in a production 3 percent more than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York (Long Island),
New Jersey, Ohio, Minnesota and Virginia)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

7,830

1/ 191

1,466

Background Statistics

1961 Prel.	7,830	7,680	204	1,565	2.75	4,304
1960	7,680	7,530	205	1,544	2.09	3,232
1955-59 Average	8,166	7,956	186	2/1,479	2.19	3,219
1950-54 "	9,146	8,944	170	2/1,529	2.42	3,473

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 286 in 1950, 43 in 1951, and 40 in 1958.

Comparisons and Comments: Early summer cabbage production in 1961 was slightly larger than in 1960 and 6 percent above the 1955-59 average. Planted acreage exceeded 1960 by 2 percent and average yields were high, falling only slightly short of the record high level of 1960. Cool weather delayed crop development in most areas. Light harvest began in New England and New Jersey in early June, but peak shipments from the early harvesting areas did not occur until the end of the month. As a result of the delay in marketings, overlap with supplies from late spring sources was nominal. High prices during early weeks of the summer shipping season reflected this condition. As harvest became more widespread, prices declined gradually. Returns reached relatively low levels by the end of July, but for the season as a whole, growers fared quite well. Season average prices were substantially above average. Under normal circumstances the crop from an acreage equal to 1961 would be in balance with market requirements.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 2 percent and a 1956-60 average yield will result in a production 6 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,
Colorado, Washington and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

18,250

1/ 198

3,505

Background Statistics

1961 Prel.	18,250	17,950	200	3,585	1.92	6,886
1960	18,500	17,900	210	3,761	1.66	6,246
1955-59 Average	19,862	19,016	192	2/ 3,639	1.84	6,590
1950-54 "	21,506	21,002	175	2/ 3,683	2.00	7,187

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 412 in 1950, 164 in 1955 and 54 in 1956.

Comparisons and Comments: In 1961 late summer cabbage growers harvested about the same acreage as in 1960. Larger plantings in North Carolina and Iowa nearly offset minor cuts in several other states. But average yields were moderately below the record level of 1960 and total production was down 5 percent. A cool, wet spring delayed early plantings in most areas. Subsequent conditions varied widely among areas but were generally favorable. However, harvest began later than normal. Early cuttings returned fairly high prices. The market then weakened as supplies became available from widespread sources and returns were low during early August. Improvement developed in late August and prices averaged at moderate levels until near the end of the season when early fall supplies became plentiful. Season average prices were above 1960 levels in all states except Colorado and Illinois. Both the reduced production and the limited overlap with early summer supplies contributed to the success of the 1961 season. Records of the last decade show that growers have had marketing difficulties with crops which were larger than that produced in 1961. Under normal conditions in 1962, an acreage equal to that planted in 1961 will supply ample supplies for a balanced market.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 3 percent and a 1956-60 average yield will result in a production 2 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Carrots - Early Summer

(California)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Production:	Price : (\$ per cwt.)	: Value (\$1,000)
	(acres)	(cwt.)				

1962 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1961) 6,800

1/ 275 1,870

Background Statistics

1961 Prel.	7,200	7,200	270	1,944	4.16	8,084
1960	6,100	6,100	305	1,860	4.42	8,222
1955-59 Average	7,220	7,220	263	1,893	4.39	8,295
1950-54 "	6,980	6,980	264	1,828	4.20	7,701

1/ 1956-60 average yield.

Comparisons and Comments: California growers increased their acreage in 1961, largely as a result of high returns per acre in 1960. However, yields did not match the record levels of 1960 and production was only 5 percent larger. Shipments from the Orange County, Oxnard and Santa Maria districts got underway in mid-May and sold at high prices. But returns fell to moderate levels by the first of June as supplies became available from the Salinas area. In mid-June California shipments became heavy. Prices weakened and ranged between low and moderate levels until late July. For the remainder of the season returns were disappointing as increasing supplies became available from areas located closer to the eastern markets. The season average price to growers was significantly below that of the preceding year and the 1955-59 average. Growers should expect more early-season competition from other producing areas in 1962. Market experience of recent years indicates that an acreage smaller than in 1961 is sufficient to amply supply market requirements.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1962. Such an acreage, with no abandonment and a 1956-60 average yield will result in a production 4 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production
(planted acreage equal
to 1961)

3,660

1/ 208

708

Background Statistics

1961 Prel.	3,660	3,440	224	771	3.02	2,330
1960	3,750	3,530	242	856	3.45	2,952
1955-59 Average	4,262	3,950	192	756	3.18	2,399
1950-54 "	4,608	4,160	173	722	3.02	2,142

1/ 1956-60 average yield.

Comparisons and Comments: Massachusetts and Ohio growers reduced their acreages in 1961, and in total, plantings for late summer harvest were the smallest since 1947. Furthermore, yields in New Jersey and Colorado failed to equal 1961 levels and production for the seasonal group was 10 percent below 1960. Harvest got underway on schedule in Massachusetts and New Jersey in early July and growers received moderate prices for these early shipments. However, later shipments experienced considerable marketing difficulty as plentiful supplies from California plus a large early fall crop presented burdensome competition. Prices averaged low in all states except Massachusetts. For the group, season average prices were substantially below 1960 and moderately below the 1955-59 average. In most years, growers in late summer crop producing areas can expect intensive competition from the western states. In 1961, this competition was heavier than usual. Under normal circumstances, late summer growers should be able to market the crop from an acreage as large as in 1961. These growers have a locational advantage, and with good marketing practices can maintain outlets for such a supply.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 7 percent and a 1956-60 average yield will result in a production 8 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Cauliflower - Summer

(New York, Colorado and Washington)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

3,950

1/ 98

364

Background Statistics

1961 Prel.	3,950	3,550	86	306	6.65	2,034
1960	4,050	3,850	109	418	6.34	2,650
1955-59 Average	4,710	4,380	93	410	6.17	2,508

1/ 1956-60 average yield.

Comparisons and Comments: Summer production of cauliflower was substantially less than in 1960 because of a low average yield in New York and an acreage reduction in the State of Washington. Unseasonal weather early in the season delayed crops in the principle producing areas of New York which tended to intensify the adverse effect of the hot weather that followed in July. This resulted in a low average yield for the group despite fairly good yields in Colorado and in Washington. Total production was about a fourth less than in 1960. Prices for good quality fresh market supplies were maintained at high levels throughout the marketing period. The delay in the development of early fall crops was a favorable factor in 1961 especially in New York where quality was improved in late August and early September. Prices to growers were well above 1960 in Colorado and New York. In Washington, where processing is the principal outlet, prices were lower than in 1960. Total U. S. stocks of frozen cauliflower are expected to continue heavy through mid-1962. The fresh market can absorb larger supplies in 1962. However, a sufficient increase would develop on an acreage equal to 1961, provided yields are average.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with a normal abandonment of 6 percent and a 1956-60 average yield would result in a production 19 percent more than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Celery - Early Summer

(Massachusetts, Ohio, Michigan and California)

Year	Acreage		Yield		Price		Value
	:Planted:	:For Harvest:	: Per Acre	:Production:	: \$ per	: (\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	(cwt.)		

1962 Acreage Guide and
Probable Production
(planted acreage equal
to 1961)

3,950 1/ 468 1,793

Background Statistics

1961 Prel.	3,950	3,850	510	1,965	3.40	6,673
1960	3,800	3,600	478	1,720	3.95	6,796
1955-59 Average	4,046	3,934	458	2/ 1,805	3.56	6,207
1950-54 "	3,544	3,412	390	2/ 1,331	4.33	5,671

1/ 1955-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 49 in 1953, 25 in 1954 and 295 in 1956.

Comparisons and Comments: Comparatively sharp increases in acreage were recorded in Ohio and Michigan. In total, plantings were 4 percent above 1961. Cold, wet weather delayed the crop in the eastern states and harvests started early in July. In California, harvest was underway by the end of May and yield per acre was the highest in a decade. In Ohio, a record-large yield was obtained, but in Massachusetts and Michigan, yields were average. In total, production was nearly record-high and a seventh above a year earlier. Three-fourths of the tonnage was harvested in California where prices to growers averaged sharply below a year earlier but were about equal to the 1956-60 average. In the eastern states prices were also down sharply from 1960 levels and average. Provided yields are average, a 1962 acreage equal to 1961 should furnish supplies in better balance with market needs. Growers in the eastern areas can expect continued strong competition from California where celery is harvested throughout the year.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with an abandonment of 3 percent and a 1955-61 average yield, will result in a production 9 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Celery - Late Summer

(New York, Colorado, Washington, and New Jersey)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

3,050

1/ 320

937

Background Statistics

1961 Prel.	3,050	2,930	317	930	3.62	3,363
1960	3,000	2,980	335	999	3.96	3,953
1955-59 Average	3,504	3,310	309	1,021	3.74	3,808
1950-54 "	5,192	4,998	287	2/1,433	3.50	4,906

1/ 1958-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 120 in 1950, 7 in 1951, 10 in 1953 and 24 in 1954.

Comparisons and Comments: Although production of late summer celery in 1961 was sharply below a year earlier, early summer and early fall production was large and provided heavy competition for late summer supplies. In total, late summer plantings in 1961 were virtually unchanged from levels reported the past several years. Yield per acre was at an average level but well below the record of a year earlier. In New York, harvest began in Orange County in early July and supplies attained volume by late July. In Wayne County volume was reached by mid-August. Unloads of New York celery peaked the week ended September 14. In New Jersey, Colorado and Washington, comparatively light supplies were marketed. Following a wet August, Colorado yields were affected by rust and rot. Quality in Washington was excellent. With a more normal marketing pattern in competing areas, the production from a 1962 acreage as large as in 1961 probably could be sold with favorable market conditions.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with an abandonment of 4 percent and a 1958-61 average yield, will result in a production slightly more than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,
Oklahoma, Kentucky, Arkansas and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961) 39,200

1/ 66

2,521

Background Statistics

1961 Prel.	39,200	38,200	69	2,653	4.14	10,989
1960	40,200	39,100	64	2,508	4.21	10,563
1955-59 Average	43,660	41,100	59	<u>2</u> / 2,443	3.81	9,247
1950-54 "	51,700	46,500	48	<u>2</u> / 2,238	3.79	8,338

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1950, 99 in 1951, 80 in 1955 and 13 in 1956.

Comparisons and Comments: Total planted acreage of early summer sweet corn in 1961 was 2 percent less than in 1960. North Carolina and Kentucky accounted for most of the decline. These states have reduced acreage steadily over the past five years; competition from areas closer to major consuming centers has been a contributing factor. Acreage in other early summer states has been relatively stable. Harvest of the eastern and midwestern crops was delayed several weeks by cool, wet weather early in the growing season. Marketings were below normal through most of July and prices were high. As shipments became heavy in late July, prices declined steadily. There was some overlap with the following late summer crops. However, the bulk of the early summer crop in these regions sold at moderate to high prices. Production in California was up 7 percent from the previous year due to record yields. Most of the crop was sold in western markets at moderate prices. The market potential for this seasonal crop is favorable. A 1962 supply from a planted acreage equal to 1961 should meet ready market reception.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment of 3 percent and a 1959-61 average yield, will result in a production 5 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington and Oregon)

Year	Acreage		Yield		Production	Price	Value
	Planted	For Harvest	Per Acre	: Production			
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1962 Acreage Guide and Probable Production

(planted acreage equal to 1961)

103,900 99,744 1/ 61 6,084

Background Statistics

1961 Prel.	103,900	99,500	64	2/ 6,336	2.83	17,249
1960	101,550	98,150	62	6,082	3.56	21,629
1955-59 Average	99,300	93,970	58	2/ 5,417	3.15	16,912
1950-54 "	107,190	101,790	55	2/ 5,586	3.09	17,205

1/ 1958-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 150 in 1950, 38 in 1955, 72 in 1959, and 242 in 1961.

Comparisons and Comments: A large acreage, record high yields and distorted harvest patterns combined to result in a difficult marketing season for late summer sweet corn producers. Plantings in 1961 were up only 2 percent from 1960 with most states showing slight increases. However, unusually good growing conditions boosted yields sharply and production was record large. An extended period of hot weather during August advanced crop maturity and caused a heavy market glut from mid-August through most of September. Prices were very low during a major portion of the season and some quantities were not marketed due to the adverse situation. An overlap with the preceding early summer crop added to the marketing problem. Fresh sweet corn has enjoyed increasing popularity with consumers in recent years. Better handling methods, such as rapid cooling immediately after harvest, has contributed to improved quality and a stronger demand. Producers and handlers who adopt the improved practices probably will find a satisfactory outlet for their crop. With normal timing of harvest and average yields, a 1962 acreage equal to 1961 should provide a supply in line with market needs.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment of 4 percent and a 1958-61 average yield, will result in a production 4 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland, and Virginia)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: Price : :(\$ per (\$1,000	: Value : cwt.)
	(acres)	(cwt.)	(1,000 cwt.)		

1962 Acreage Guide and
Probable Production

(planted acreage 5 percent more
than in 1961) 6,400

1/ 86

550

Background Statistics

1961 Prel.	6,100	5,950	96	573	3.73	2,136
1960	7,000	7,000	85	598	3.61	2,161
1955-59 Average	7,180	7,140	76	536	3.79	2,036
1950-54 "	6,690	6,690	72	481	4.57	2,210

1/ 1957-61 average yield.

Comparisons and Comments: Planted acreage was moderately less than in 1960 and average because of sharp reductions in Maryland and Virginia. This was due at least in part to cold, wet weather during the planting season. The delay was not overcome but with improved growing conditions during June, average yields were much higher than had been expected earlier. Yields were well above average in New Jersey and in Maryland so that the effect of the acreage reduction was mostly offset. 1961 production was 4 percent less than in 1960 but 7 percent more than the 1955-59 average. Prices were high for the relatively light market volume during late June and early July but were much lower as movement became heavy the last half of July. This was much the same pattern as in 1960. In 1961, average prices were about the same to slightly higher in all states except Illinois. Market requirements are not likely to change significantly in 1962. However, assuming average yields, an increase in acreage would be required to assure adequate supplies.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage with no abandonment and a 1958-61 average yield would result in a production 4 percent less than 1961 and about equal to the 1955-59 average.

1962 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania, and Michigan)

Year	Acreage		Yield		Production		Price		Value
	Planted:	For Harvest:	Per Acre	:	(1,000 cwt.)	:	(\$ per	(\$1,000	
	(acres)		(cwt.)				cwt.)		

1962 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1961) 6,350

1/ 85 518

Background Statistics

1961 Prel.	6,050	5,200	91	471	4.35	2,049
1960	6,800	6,350	85	542	4.50	2,440
1955-59 Average	7,006	6,610	81	533	4.19	2,242
1950-54 "	6,888	6,500	85	553	4.33	2,387

1/ 1955-61 average yield (1959 omitted).

Comparisons and Comments: In each of the past two years acreage has declined moderately in New York and Pennsylvania. Total 1961 planted acreage was 14 percent less than the 1955-59 average. Crops generally made exceptionally good growth after being delayed by unseasonal weather early in the season. But abnormally wet conditions during August, particularly in Michigan resulted in a large acreage abandonment. Thus, even though exceptionally high average yields were recorded in 1961, production was about one-eighth less than in 1960. The volume of marketings was relatively heavy through most of August as late summer movement got underway. Prices were depressed during much of the period by larger than usual overlapping supplies from New Jersey and by a bunching of the movement from Upstate New York. There was some improvement in returns early in September. With normal abandonment, an acreage equal to 1961 would adequately supply expected market needs in 1962.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage, with a normal abandonment of 4 percent and a 1955-61 average yield, (1959 omitted) would result in a production 10 percent more than in 1961 but 3 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Summer Vegetables

Eggplant - Summer

(New Jersey)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	: Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

1,300

1/ 122

159

Background Statistics

1961 Prel.	1,300	1,300	120	156	4.20	655
1960	1,400	1,400	125	175	3.45	604
1955-59 Average	1,300	1,300	113	148	4.05	604
1950-54 "	1,560	1,560	93	2/144	3.84	544

1/ 1958-61 average yield.

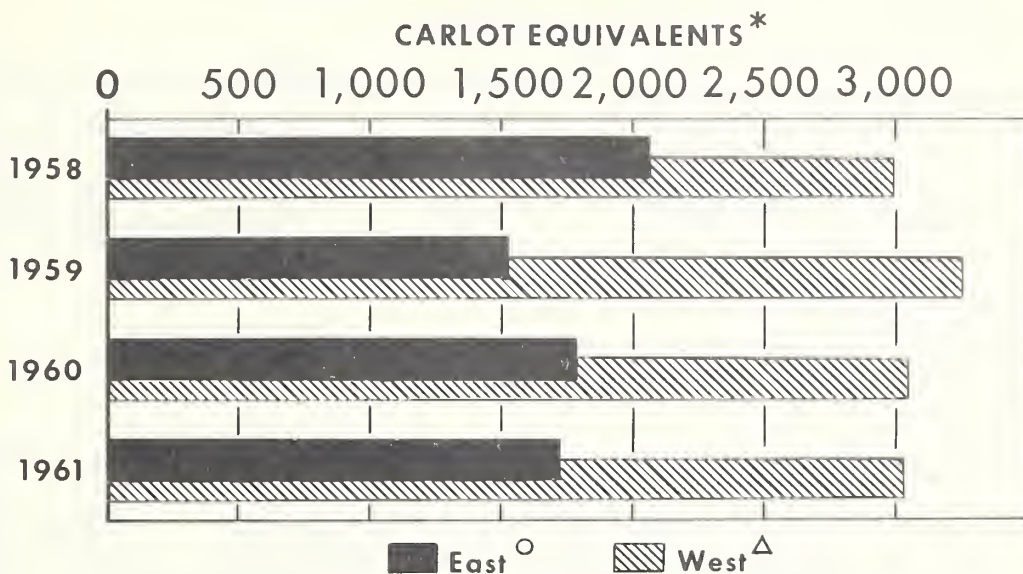
2/ Includes 10,000 cwt. not marketed in 1950 and excluded in computing value.

Comparisons and Comments: The acreage of summer eggplant was reduced moderately in 1961, in part because of low prices the previous year. But unfavorable conditions during the planting season also restricted planting. Weather continued unfavorable through much of the season. Harvest was delayed several weeks and then at the normal peak of the deal in late August hot, humid weather reduced yields and quality. Despite the difficulties, yields were 6 percent above average. Prices for good quality eggplant were considerably above the low levels of the previous year throughout the marketing period. For the season, the average price received by growers was 22 percent above 1960 and 4 percent above the 1955-59 average. Market requirements for summer eggplant have tended to increase slowly during the past decade. In recent years, crops close to 160 thousand hundredweight have moved to market under favorable conditions. A 1962 planted acreage equal to 1961, with average yields, would furnish a supply in line with indicated needs.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1958-61 average yield, will result in a production 2 percent more than in 1961.

SOURCES OF SUMMER LETTUCE

Unloads in Eastern Cities



*RAIL AND TRUCK UNLOADS AT BALTIMORE, BOSTON, NEW YORK-NEWARK, PHILADELPHIA, PITTSBURGH AND WASHINGTON DURING JULY AND AUGUST.

○ MAINE, NEW JERSEY, NEW YORK AND MASSACHUSETTS.

△ CALIFORNIA AND COLORADO.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 173-62 (2) AGRICULTURAL MARKETING SERVICE

Lettuce consumption in eastern markets during the summer has been relatively stable in recent years. Western producing areas account for slightly over three-fifths of the total supply. The bulk of the remainder is furnished by New York. The lettuce market generally has been characterized by heavy supplies and low prices during the past decade.

1962 Acreage-Marketing Guides
Summer Vegetables

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Colorado, Wisconsin, and California)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1961) 48,600

1/ 192

8,857

Background Statistics

1961 Prel.	51,150	48,500	201	2/ 9,751	3.13	29,042
1960	55,050	52,600	209	2/ 10,988	3.33	28,618
1955-59 Average	46,930	44,640	198	2/ 8,747	3.70	31,820
1950-54 "	39,120	37,350	191	2/ 7,109	3.67	25,630

1/ 1956-60 average yields by states.

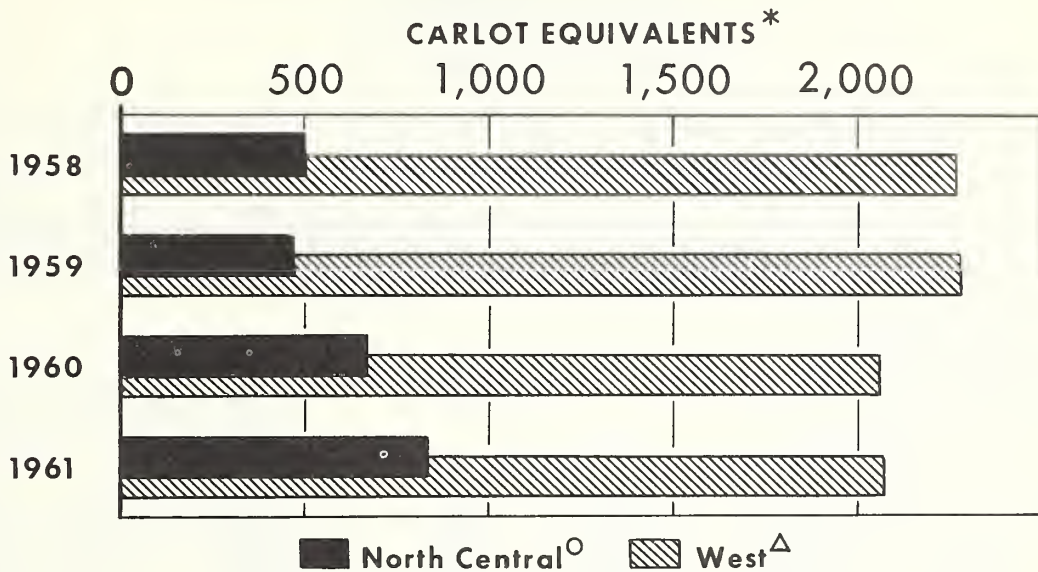
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 468 in 1950, 58 in 1951, 84 in 1953, 140 in 1954, 176 in 1956, 70 in 1957, 284 in 1958, 122 in 1959, 2,404 in 1960 and 467 in 1961.

Comparisons and Comments: Since World War II, production of summer lettuce has increased sharply. But in the last few years potential supplies have exceeded consumer requirements and marketing difficulties have been frequent. In 1961, growers reduced acreage by 7 percent from the preceding year. In California, where three-fourths of the summer lettuce crop is grown, plantings were cut by 3,700 acres. Nevertheless, the reduction proved to be insufficient as excessive supplies intermittently glutted terminals throughout the summer. In California high temperatures plus a volume control program reduced potential supplies and helped avoid a completely unfavorable marketing season. However, substantial quantities in both California and New York were not marketed because of low prices. Moderate prices prevailed from late June through part of July. But periods of low prices were more frequent and of longer duration. Experience in 1961 indicates that a further reduction in summer lettuce production is necessary to bring stability to the market. Under normal conditions, the crop from a moderately smaller acreage should provide ample supplies for market requirements in 1962.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961. Such an acreage, with normal abandonment and 1956-60 average yields by states will result in a production 9 percent smaller than in 1961.

SOURCES OF SUMMER LETTUCE

Unloads in North Central Cities



* RAIL AND TRUCK UNLOADS AT CHICAGO, CINCINNATI, CLEVELAND, DETROIT, KANSAS CITY, MINNEAPOLIS-ST. PAUL AND ST. LOUIS DURING JULY AND AUGUST.

○ ILLINOIS, INDIANA, MICHIGAN, OHIO AND WISCONSIN.

△ CALIFORNIA AND COLORADO.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 172-62 (2) AGRICULTURAL MARKETING SERVICE

Western producing areas are the most important sources of lettuce supplies for markets in the central region. But midwestern lettuce producing states have gained sharply in importance during recent years. In 1958 and 1959, midwestern sources accounted for about 17 percent of the total July-August unloads. Their share increased to 25 percent in 1960 and nearly 30 percent in 1961. Although lettuce growers in the Midwest have increased their market distribution, financial returns have not been favorable. Excessive supplies in all producing areas have depressed prices to low levels.

1962 Acreage-Marketing Guides
Summer Vegetables

Onions - Early Summer

(New Jersey, Iowa, Virginia, Texas, New Mexico and Washington)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production
(planted acreage 5 percent
more than in 1961) 9,400

1/ 224 2,000

Background Statistics

1961 Prel.	8,980	8,280	241	1,995	4.75	9,469
1960	11,440	10,180	236	2/ 2,398	3.14	7,364
1955-59 Average	10,542	9,538	207	2/ 1,982	3.50	6,314
1950-54 "	6,958	6,728	165	2/ 1,114	2.97	3,265

1/ 1958-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1953, 210 in 1957, 274 in 1958, 23 in 1959 and 50 in 1960.

Comparisons and Comments: Early summer onion acreage was cut sharply in 1961. Most of the reduction occurred in Texas and New Mexico where over two-thirds of the crop is grown. Cultural problems developed in several areas as the season progressed. Thin stands and disease plagued Texas growers. In Washington, seeders and size problems reduced potential tonnage. However, most growers overcame these problems and a record high yield was registered for the seasonal group. Nevertheless, the high yields could not offset the cut in acreage and total production was 17 percent below the crop of 1960. Competition from late spring supplies was below normal and outlets proved readily able to handle the reduced early summer tonnage. Prices to growers averaged higher than in any year since 1956. In 1962 early summer crop areas are likely to experience more competition from late spring supplies. However, under normal competitive conditions, a crop about as large as in 1961 should not burden the market.

1962 Guide: The 1962 guide is a planted acreage 5 percent larger than in 1961. Such an acreage with a normal abandonment of 5 percent and a 1958-61 average yield will result in a production about equal to 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Onions - Late Summer

(Massachusetts, New York, Ohio, Indiana, Illinois, Michigan, Wisconsin,
Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Utah,
Nevada, Washington, Oregon and California)

Year	Acreage		Yield		Production	Price	Value
	:Planted:	:For Harvest:	: Per Acre	: (1,000 cwt.)			
	(acres)		(cwt.)			(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

57,090

1/ 315

17,084

Background Statistics

1961 Prel.	57,090	54,770	314	17,187	2.69	46,275
1960	59,490	56,810	336	19,072	1.90	36,214
1955-59 Average	59,358	56,004	305	2/ 17,081	2.36	39,876
1950-54 "	64,292	61,424	274	2/ 16,784	2.42	39,042

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 481 in 1950, 50 in 1953, 106 in 1956 and 174 in 1957.

Comparisons and Comments: A moderate decrease in acreage combined with lower average yields to result in a production 10 percent below 1960. In New York alone the crop was down by 800 thousand hundredweight. A cool spring, followed by damage from wind and heavy rain, affected the crops in New York and the Midwest. Hail injury was also prevalent in a number of states. In the Northwest, weather problems were less severe, but hot dry conditions in the Idaho-Eastern Oregon district hastened maturity and reduced the grade-out of large sizes. Limited bulb size was a prominent feature of the 1961 season as nearly all major producing areas were short on jumbos. This development was reflected early in the marketing season. First offerings of large sizes returned high prices compared to moderate returns for mediums. However, prices for both mediums and jumbos increased steadily through the fall months. The marketing season was one of the most favorable experienced by growers in recent years. The season average price for the group was exceeded only once since 1952. With average yields, ample supplies can be produced on an acreage equal to 1961.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with a normal abandonment of 5 percent and a 1956-60 average yield will result in a production 1 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Peas - Summer

(New York and Colorado)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and Probable Production

(planted acreage equal to 1961)

1,550 1/ 36 56

Background Statistics

1961 Prel.	1,550	1,500	40	60	10.10	606
1960	1,800	1,750	39	69	8.78	606
1955-59 Average	2,808	2,568	34	2/ 86	8.04	659
1950-54 "	4,646	4,260	31	129	6.78	863

1/ 1957-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 5 in 1955 and 5 in 1958.

Comparisons and Comments: Both New York and Colorado reduced acreage sharply in 1961. As a result, production was 13 percent less than in 1960 and the smallest of record. The long-term decline in these two states is typical of the national pattern of acreage and production of fresh peas. Total U. S. production of peas in 1961 was 60 percent less than in 1951 and only a tenth of that twenty years ago. The trend reflects the rapid shift of consumer preference to the frozen product. Fresh peas now move to a few very limited outlets. The 1961 summer crop was sold to these outlets under favorable demand conditions and prices received by growers were the highest of record. The long run prospects are for a continued reduction in the market for fresh peas and an additional shift to the frozen. However, in the immediate future there should be a need for a small supply. A 1962 acreage the same as in 1961 would be adequate.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1957-60 average yield, will result in a production 7 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Early Summer

(North Carolina, Mississippi and Louisiana)

Year	Acreage		Yield		Price		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1962 Acreage Guide and Probable Production

(planted acreage 5 percent more than 1961) 8,100

1/ 35

284

Background Statistics

1961 Prel.	7,750	7,650	35	270	9.76	2,635
1960	7,050	7,050	35	249	6.97	1,735
1955-59 Average	8,830	8,540	34	<u>2</u> / 294	7.37	2,016
1950-54 "	9,080	8,640	32	<u>2</u> / 277	9.49	2,465

1/ 1955-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 27 in 1951, 15 in 1954, 87 in 1955 and 3 in 1958.

Comparisons and Comments: Total market requirements for peppers expanded steadily over the past 15 years. However, early summer crop producers did not share in this market growth. Problems in producing consistently good quality as well as heavy competition from preceding and following seasonal crops were the principal factors in a steady decline in acreage and production. However, the trend was reversed in 1961. Growers experienced some difficulty in getting crops started but there was widespread improvement during June. Yields in all states were average or better. Production was moderately larger than in 1960 but well below the 1955-59 average. Shipments from the early summer states increased slowly during June and July with a peak late in July. With only moderate competition from Florida and completion of early summer harvests on schedule, prices received by growers were high. A slightly larger crop probably could be marketed successfully in 1962 if normal marketing schedules can be maintained.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage, with no abandonment and a 1955-59 average yield, would result in a production 5 percent more than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio,
California, New York, and Michigan)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961) 18,820

1/ 93

1,715

Background Statistics

1961 Prel.	18,820	18,420	95	1,746	6.23	10,884
1960	19,270	18,620	93	1,732	5.40	9,357
1955-59 Average	16,294	15,854	91	1,441	6.64	9,612
1950-54 "	13,060	12,906	78	1,009	6.52	6,527

1/ 1956-60 average yield.

Comparisons and Comments: Planted acreage was reduced slightly in 1961 in response to the generally unfavorable season in 1960 but it was still 16 percent more than the 1955-59 average. With acreage losses at a minimum, harvested acreage showed very little change from 1960. Crops in most areas developed fairly well through the early and mid-season period but some damage from high temperatures occurred in Ohio and New Jersey during late August and early September. Nevertheless, above average yields were obtained and total production was about the same as in 1960 with comparatively small variations in most states. Prices declined to low levels early in August as marketings became heavy. During the latter half of the month, however, there was a general improvement for good quality supplies. Prices reached a very high level for limited supplies in early November. Market requirements are expected to continue at a relatively high level in 1962 but a sufficient quantity likely would be supplied by an acreage equal to 1961.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with an average abandonment of two percent and a 1956-60 average yield, would result in a production 2 percent less than in 1961 but 19 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides

Summer Vegetables

Spinach - Summer

(Colorado)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : : Price : (\$ per (\$1,000 cwt.)	: Value
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1962 Acreage Guide and

Probable Production

(planted acreage 5 percent more
than in 1961) 2,500

1/ 52

117

Background Statistics

1961 Prel.	2,400	2,200	55	121	5.90	714
1960	2,600	2,300	55	126	5.50	693
1955-59 Average	1,636	1,396	47	66	4.61	305
1950-54 "	1,344	1,124	49	2/ 53	5.64	262

1/ 1958-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 18 in 1950 and 17 in 1951.

Comparisons and Comments: In most areas of the country the production of fresh spinach has been declining steadily for several decades. But in Colorado there has been a sharp upward trend, particularly since the early 1950's. Production in 1960 and 1961 was approximately twice as large as in 1950. Although market requirements for fresh spinach are relatively small during the summer months, Colorado has benefitted by being the dominant source of supply. The 1961 crop was planted under favorable conditions, but substantial crop losses occurred in June from hail. Some of the lost acreage was replanted for late season harvest. Marketing got underway in mid-July and increased steadily to a peak in September. Shipments continued well into October. Prices generally were favorable and the season average price was the highest of record. Heat damage to crops in principal fall harvesting areas in the East and Midwest reduced competition and contributed significantly to the favorable market for Colorado spinach. Processed spinach supplies were burdensome in 1961 but apparently did not affect the demand for the fresh. Colorado growers should anticipate more normal fresh competition from other areas in 1962. However, a supply in line with recent years should meet with good market reception.

1962 Guides: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage, with normal abandonment of 10 percent and a 1958-61 average yield, will result in a production 3 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Vegetables

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,
North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

42,500

1/119

5,007

Background Statistics

1961 Prel.	42,500	42,400	126	5,348	8.13	43,478
1960	42,400	42,300	122	5,164	7.66	39,533
1955-59 Average	48,210	47,850	96	2/4,606	6.27	28,810
1950-54 "	46,860	46,430	88	2/4,066	6.55	26,534

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 59 in 1951, 110 in 1955 and 20 in 1958.

Comparisons and Comments: A late spring interrupted planting and slowed crop development in most areas. Harvest of early summer tomatoes was generally one to two weeks later than normal. The crop did not suffer from the delay however, and average yields were record high for the seasonal group. Picking in the San Diego and Cutler-Orosi districts of California became general in early June. Harvest got underway in the Merced area in late June and in the King City district in mid-July. Shipping point prices in California were high in June and early July, then declined gradually, reaching fairly low levels by late August. However, the bulk of the crop moved at the higher levels. The season average price in California was the highest recorded in recent years. Prices in the East and Southeast were high during the early part of the season. States such as Arkansas and Ohio, which moved a substantial part of their crop during June and July, received high season average prices. Those whose shipments peaked later were less fortunate. But for the seasonal group, prices averaged considerably above the levels of 1960 and the 1955-59 average. Under normal conditions in 1962, growers can expect more overlap with late spring supplies than occurred in 1961. This factor should be considered in planning acreage for 1962 harvest.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 1 percent and a 1959-61 average yield will result in a production 6 percent less than in 1961 but 3 percent above the 1956-60 average.

1962 Acreage-Marketing Guides
Summer Vegetables

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania,
Ohio, Indiana, Illinois, Michigan, Iowa, Colorado, Washington
Oregon, North Carolina, and New Mexico)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

33,190 1/ 104 3,314

Background Statistics

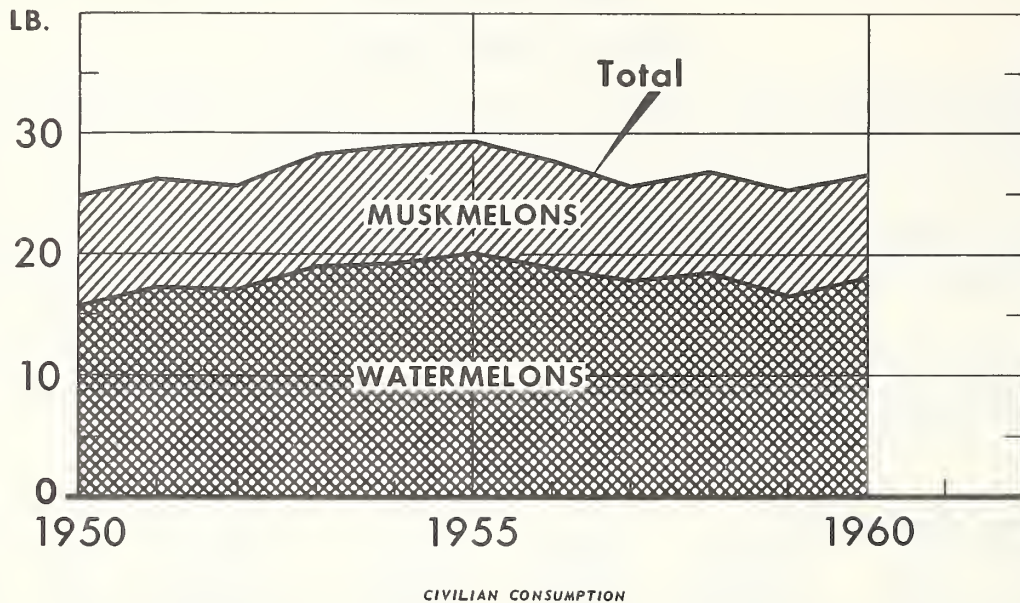
1961 Prel.	33,190	31,940	99	3,164	6.23	19,699
1960	33,000	32,000	106	3,384	5.49	18,572
1955-59 Average	34,906	33,246	102	3,386	6.15	20,818
1950-54 "	38,696	37,926	107	4,060	5.41	21,990

1/ 1956-60 average yield.

Comparisons and Comments: Late summer tomato production in 1961 was 7 percent less than both the 1960 crop and the 1955-59 average. Plantings were up slightly but abandonment was larger and yields were below average. Cool, wet weather retarded plant development in both the East and Midwest. In such widespread areas as Pennsylvania and Michigan replanting was necessary because of frost damage. Although harvests began later than normal, overlap occurred with early summer crops which were also delayed by the late spring. Moderate supplies became available in mid-July with heavy volume available through August and September. Favorable returns were received for early shipments but prices declined gradually as the season progressed, reaching low levels by late August. For the season, prices averaged considerably above the low levels of 1960 and slightly above the 1955-59 average. In planning 1962 acreage, growers should anticipate the burden of continued strong market competition from home garden supplies. However, with normal weather conditions, overlap with early summer shipments should be less severe than in 1961.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment of 4 percent and a 1956-60 average yield will result in a production 5 percent larger than in 1961 but 2 percent below the 1956-60 average.

Melon Consumption Per Person Up Slightly During Decade



U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 344-61 (8) ECONOMIC RESEARCH SERVICE

Consumption of watermelons per person increased nearly a third from 1950 to 1955. But during the period 1956-60 there was a gradual downward trend. Per capita use in 1960 was a tenth below the 1955 peak but still 14 percent higher than in 1950. Muskmelon consumption held relatively stable during the past decade, averaging about 9 pounds per person.

1962 Acreage-Marketing Guides
Summer Melons

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	Acreage		Yield	:	:	:	:
	Planted	For Harvest	Per Acre	Production	Price	Value	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1962 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1961) 12,700

1/ 52

660

Background Statistics

1961 Prel.	12,100	12,100	54	659	4.84	3,189
1960	12,700	12,700	53	679	3.66	2,484
1955-59 Average	17,720	17,660	50	883	3.65	3,154
1950-54 "	23,280	23,060	77	2/ 1,773	3.26	5,716

1/ 1959-61 average yield.

2/ Includes 17,000 cwt. not marketed in 1954 and excluded in computing value.

Comparisons and Comments: The long-term decline in acreage of early summer cantaloups continued in 1961. Total acreage was 5 percent less than in 1960 and, due largely to reductions in plantings in Arizona, only half the level of a decade ago. Following early season cold temperatures, winds, and heavy rains which damaged plants, most of the 1961 acreages in South Carolina and Georgia were replanted. Crop maturity was later than usual, but average yields were obtained. In Arizona, weather was favorable and record yields resulted. In total, production was slightly below the previous year and sharply below average. Demand in 1961 for early summer supplies was strong, due to the moderate level of early summer production, to the limited overlap of supplies from the comparatively small spring crop, and to the later than usual maturity of crops in some mid-summer areas. Prices received by growers averaged at a record level. Shipments of Arizona supplies were light into early June, but increased sharply thereafter and were maintained at a nearly constant rate until declining in early July. Shipments from California increased sharply after harvest in Arizona reached the late stage. From mid-May 1961 through early July, total unloads of cantaloups in 38 cities were nearly 25 percent less than in the like period of 1960. In 1962, growers should be able to market readily a supply as large as was marketed in 1961.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage with 1959-61 average yield will result in a production equal to that in 1961 and slightly less than in 1960.

1962 Acreage-Marketing Guides
Summer Melons

Cantaloups - Mid-Summer

(Indiana, Illinois, Iowa, Missouri, Delaware, Maryland, North Carolina,
Arkansas, Oklahoma, Texas, New Mexico, California, and Alabama)

Year	Acreage		Yield	:	:	:
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production
(see 1962 guide
below)

65,250 1/ 110 7,034

Background Statistics

1961 Prel.	71,100	69,000	111	7,667	4.26	32,692
1960	70,850	69,250	103	7,115	3.93	27,990
1955-59 Average	55,960	55,040	111	2/6,108	3.62	21,909
1955-54 "	50,850	49,950	96	4,800	3.54	16,961

1/ 1958-61 average yield.

2/ Includes 395,000 cwt. not marketed in 1958 and excluded in computing value.

Comparisons and Comments: Acreage was increased slightly in 1961 due to increases in Delaware, Maryland, Alabama, Texas and California that more than offset decreases in Indiana, Iowa, North Carolina, Arkansas, Oklahoma and New Mexico. Relatively low yields per acre were reported in Delaware, Maryland, and Oklahoma, a record yield was harvested in Texas, and compared with 1960, a gain in yields was recorded on the record-large acreage in California. In total, production was record-high and 8 percent more than in 1960. Four-fifths of the production originated in California. In spite of the large supply, 1961 mid-summer cantaloup prices received by growers averaged at a high level. Shipping point prices in July 1961 held well above the same month a year earlier. Heat damage to the California crop and a temporary reduction in available supplies was the principal factor. By late August, however, prices averaged below those in 1960. The favorable price level in 1961 was due to the good quality of supplies, to the minimum overlap of spring and early summer marketings, and to the late maturity of the late summer crop in eastern areas. Under normal conditions, a crop the size of that produced in 1961 could encounter marketing difficulties. A smaller acreage in 1962 should provide a balanced supply.

1962 Guide: The 1962 guide is a planted acreage 10 percent less than in 1961 in California and equal to 1961 in all other states. Such an acreage, with an abandonment of 2 percent and a 1958-61 average yield, would result in a production 8 percent less than in 1961.

1962 Acreage-Marketing Guides
Summer Melons

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas,
Colorado, Washington and Oregon)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

15,150 1/ 84 1,184

Background Statistics

1961 Prel.	15,150	13,900	86	1,200	3.52	4,228
1960	15,900	14,850	78	1,160	3.18	3,685
1955-59 Average	14,084	12,864	88	1,125	3.49	3,932
1950-54 "	13,718	12,848	83	2/ 1,064	3.31	3,479

1/ 1957-61 average yield.

2/ Includes 63,000 cwt. not marketed in 1950 and excluded in computing value.

Comparisons and Comments: Little or no change in acreage in 1961 was reported for New York, New Jersey, Ohio, Colorado, Washington, and Oregon. However, growers in Michigan increased acreage 11 percent but in Kansas plantings were cut 40 percent. In all States, yields per acre were near average. Late summer production during the past decade held within a narrow range and production in 1961 varied slightly from a year earlier and average levels. Michigan and Colorado each harvested a fourth of the total supply. The crop in eastern areas was late. Harvest in New Jersey became general by the second week of August and in Michigan by late August. Volume harvest was reached in New York after Labor Day. Harvest in Kansas and Colorado attained volume the last half of August, continuing into September. Prices received by growers in 1961 showed marked improvement over the comparatively low level in 1960. with normal yields, a 1962 acreage equal to 1961 should furnish a balanced supply.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with an abandonment of 7 percent and a 1957-61 average yield, would result in a production slightly less than in 1961.

1962 Acreage-Marketing Guides
Summer Melons

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1962 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1961) 240,200

1/ 74

15,997

Background Statistics

1961 Prel.	228,800	208,100	75	15,626	1.53	23,903
1960	244,100	218,700	76	16,656	1.12	18,566
1955-59 Average	301,680	265,580	71	2/ 18,709	1.22	21,631
1950-54 "	298,840	281,480	64	2/ 18,005	1.25	22,214

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 460 in 1950, 110 in 1951, 280 in 1954,
1,111 in 1955, 499 in 1956, 2,040 in 1958, 70 in 1959 and 147 in 1960.

Comparisons and Comments: Following the unfavorable marketing experience of 1960, growers in all early summer states cut plantings sharply in 1961. As a result, production was 6 percent less than in 1960 and the smallest since the early 1940's. Season average prices received by growers were the highest in many years. Although the favorable price situation primarily reflected the small crop, markets for the early summer crop benefited from very light competition with the preceding Florida late spring crop. Shipments out of north Florida in late June were below normal. Also, harvests in the Southeast were delayed by cool weather. Overlap between seasonal crops was at a minimum. Prices were high as the season got underway, then declined to moderate levels as shipments became heavy in July. In the far West, supplies were only a little below the previous year. But cool weather prevented bunching and overlapping of area harvests, such as occurred in 1960. Returns to Arizona and California growers were favorable. Growers should be able to market a larger crop in 1961, but they should base their plans on the likelihood of more normal competition between seasonal crops.

1962 Guide: The 1962 guide is a planted acreage 5 percent more than in 1961. Such an acreage, with normal abandonment of 10 percent and a 1957-61 average yield, will result in a production 2 percent more than in 1961.

1962 Acreage-Marketing Guides
Summer Melons

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
Maryland, Virginia, Oregon and Washington)

Year	Acreage		Yield		Production	Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:			
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)		(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal to 1961)	33,850		1/ 120	4,021			
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Background Statistics

1961 Prel.	33,850	33,750	119	4,031	1.19	4,815
1960	35,550	34,750	127	2/ 4,413	1.02	4,351
1955-59 Average	28,290	28,130	117	2/ 3,307	1.35	4,429
1950-54 "	22,200	22,040	104	2,312	1.31	2,984

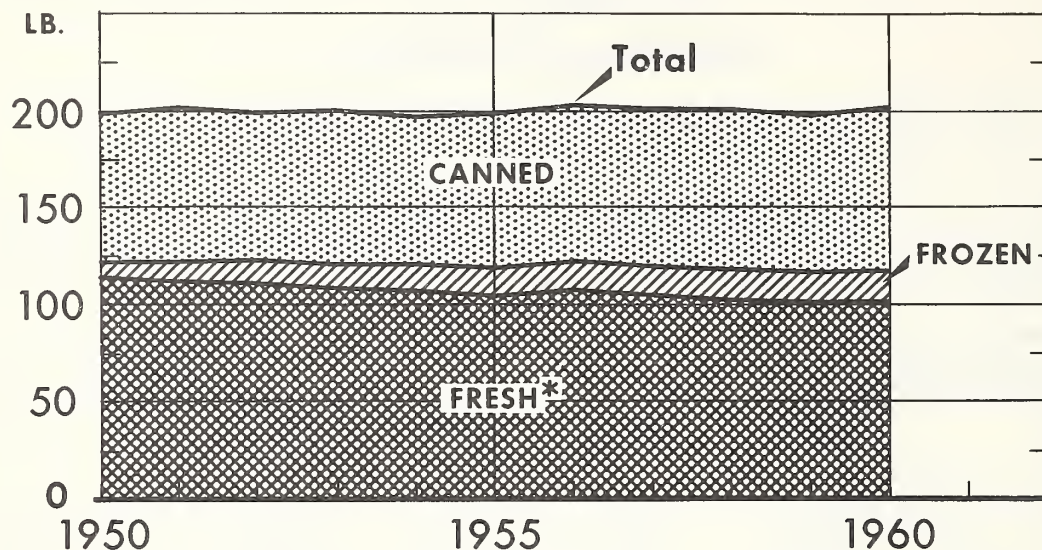
1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1958 and 144 in 1960.

Comparisons and Comments: The sustained upward trend in late summer watermelon acreage and production was halted in 1961. Producers in most states reduced their acreage moderately following the very poor marketing year in 1960. Total plantings were 5 percent lower. Growing conditions generally were not favorable. Cool weather delayed crops early in the season. Then excessive moisture reduced yields and quality at harvest time, particularly in the East. The acreage reduction and lower yields resulted in a crop 9 percent less than in 1961 but a fifth above the 1955-59 average. Producers in all states except Missouri and Virginia received moderate prices for their crops. The Missouri crop was several weeks late in reaching maturity and growers met heavier than usual competition with producing areas further north. Adverse weather caused heavy damage in Virginia; yields were 40 percent below 1960, melons were small and quality was below normal. The State's crop was heavily discounted in the market. Prices for late summer watermelons in 1962 will be heavily influenced by the volume of early summer production. Competition from this preceding seasonal crop is expected to be stronger in 1962 than in 1961.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment of 1 percent and a 1956-60 average yield, will result in a production about equal to 1961.

Use of Vegetables Per Person About Stable Since 1950



CIVILIAN CONSUMPTION, FRESH EQUIVALENT BASIS

* EXCLUDING MELONS

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 343-61 (8) ECONOMIC RESEARCH SERVICE

Although the total production of fresh vegetables and melons increased 12 percent during the past decade, the expansion did not keep pace with the growth in population. As a result, per capita consumption declined 14 percent. The reduction in the use of fresh vegetables was offset by a gain in the use of canned and frozen vegetables.

1962 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Mississippi, Arkansas, Louisiana and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and Probable Production

(see 1962 guide below)

15,200	<u>1/</u> 41	592
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Background Statistics

1961 Prel.	16,100	14,500	41	591	8.63	5,098
1960	14,650	13,750	39	542	9.24	5,009
1955-59 Average	15,060	14,260	43	<u>2/</u> 610	9.15	5,521
1950-54 "	20,570	18,840	39	<u>2/</u> 739	8.45	6,191

1/ 1955-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1950, 4 in 1955 and 7 in 1957.

Comparisons and Comments: The increase in acreage in 1961, which was fairly widespread among individual States, represented the most significant deviation from the general downward trend that has been taking place over the past decade. Offsetting much of the increase, however, were heavy acreage losses due to rains and hurricane damage in Louisiana and dry conditions in parts of the Eastern Shore of Virginia. Also, yields in most States were less than could be expected under normal growing conditions. However, the average was above the low level obtained in 1960. Total production was 9 percent more than in 1960. While this level of production is about in line with that over the recent five year period, some difficulty was encountered in marketing. Most of the difficulty occurred during the latter part of October when heavy movement from Virginia coincided with the most active season in South Carolina and Louisiana. Prices improved moderately in early November but were still relatively low as active movement from Florida got underway. A moderate reduction in acreage should be sufficient if a more representative competitive situation exists in 1962.

1962 Guide: The 1962 guide is a planted acreage 10 percent less than in 1961 in New Jersey and 5 percent less in all other states. Such an acreage, with a normal abandonment and a 1955-59 average yield by states, will result in a production about the same as in 1961 and 3 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Late Fall

(Florida and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and
Probable Production
(see 1962 guide below)

14,600 1/ 35 453

Background Statistics

1961 Prel.	15,300	13,100	39	513	8.03	4,118
1960	12,800	12,000	38	460	8.61	3,962
1955-59 Average	18,380	16,140	32	2/ 525	9.15	4,512
1950-54 "	23,760	18,020	27	2/ 492	10.04	4,409

1/ 1955-60 (less 1959) average yield by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 124 in 1951, 35 in 1953, 31 in 1955 and 49 in 1958.

Comparisons and Comments: Plantings for fall harvest were increased substantially in 1961. The total was a fifth more than in 1960 with practically all of the change being accounted for in Florida. Although abandonment was large due to dry conditions through the early part of the season, the acreage harvested was moderately larger than in 1960. Also, the average yield was high as use of irrigation facilities in south Florida prevented losses in the larger producing areas and growing conditions improved later in the season. Weather conditions were about normal in Texas. Market supplies from Florida increased rapidly through early November as the center of harvest moved south into the principal producing Everglades area. Shipments from this area reached a peak in late November and declined sharply in early December. Prices, however, remained low as movement from the Pompano area, which was already fairly active, increased further and continued heavy throughout most of December. Prices for Pole beans in Dade County held at low levels during the season as generally abundant supplies were available. Slightly less acreage in Florida would probably result in a production about in balance with expected demand in 1962.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961 in Florida and equal to 1961 in Texas. Such acreages, with normal abandonment in Florida and 1955-60 (less 1959) average yields by States, would result in a production 12 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Virginia,
Washington, California and Oregon)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For Harvest:</u> :	Per Acre :	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1962 Acreage Guide and Probable Production

(planted acreage equal to 1961)

22,900 1/ 45 1,020

Background Statistics

1961 Prel.	22,900	22,700	45	1,028	8.04	8,265
1960	24,900	24,800	46	1,139	7.82	8,907
1955-59 Average	24,020	23,720	44	1,054	7.82	8,220
1950-54 "	21,760	21,560	45	982	8.44	8,219

1/ 1954-58 average yield.

Comparisons and Comments: After an active spring packing season in California, stocks of frozen broccoli continued fairly heavy through the summer of 1961. This resulted in a moderate reduction in commercial acreage in California as well as in those Eastern States where fall crops are produced for both processing and fresh market. In other Western States, the expansion in acreage in Oregon continued but was offset by a further reduction in Washington. During September and much of October, abnormally warm weather in the East held back crops and was generally responsible for the below average yields. However, in the West, where about two-thirds of the total fall crop is produced, near ideal growing conditions prevailed. The group average yield equalled the high level in 1960. Fresh market prices for good quality supplies were favorable through the early part of the season but dropped to fairly low levels as heavy supplies moved from California during the latter half of October and early November. Prices improved during the remainder of November but the season average return was only slightly higher than in 1960.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a normal abandonment and a 1954-58 average yield would result in a production about equal to that in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L. I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and

Probable Production

(planted acreage 10 percent
less than in 1961) 31,400

1/ 247

7,446

Background Statistics

1961 Prel.	34,880	33,110	253	8,364	1.28	10,735
1960	33,730	32,660	261	2/ 8,517	1.34	11,338
1955-59 Average	35,650	34,122	241	2/ 8,280	1.56	12,114

1/ 1957-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 2,246 in 1950, 200 in 1951, 84 in 1954,
485 in 1956. 353 in 1958 and 47 in 1960.

Comparisons and Comments: Moderate increases in Michigan, Wisconsin and Connecticut plantings were responsible for a slightly larger early fall acreage in 1961. However, average yields fell short of 1960 levels and total production for fresh market and kraut utilization was 2 percent less than in 1960. In New England, harvest became general in early September and reached a peak in late October. Local markets absorbed most of the supply from this area at moderate prices. Shipments from Long Island, New Jersey and Pennsylvania returned prices about equal to the 1950-59 average. But in Upstate New York and in the Midwest where large quantities of cabbage are planted for processing, prices were relatively low. In 1960, a low kraut inventory stimulated processor purchases. However, in 1961, canners had more than adequate supplies on hand at the start of the packing season. This factor plus plentiful supplies in processing states depressed the market. In response to the attractive prices, processors put up a large pack in 1961. The kraut carryover into the 1962 packing season is expected to be heavy. Under these circumstances, a cut in acreage for 1962 harvest is warranted.

1962 Guide: The 1962 guide is a planted acreage 10 percent less than in 1961. Such an acreage, with normal abandonment of 4 percent and a 1957-60 average yield will result in a production 11 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1962 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1961)	3,950		<u>1/</u> 107	423		
<u>Background Statistics</u>						
1961 Prel.	3,950	3,950	130	512	1.29	661
1960	4,200	4,200	99	416	1.24	515
1955-59 Average	4,320	3,990	103	<u>2/</u> 413	2.43	940
1950-54 "	4,662	4,662	110	515	2.60	1,278

1/ 1955-61 average yield.

2/ Includes 22,000 cwt. not marketed in 1956 and excluded in computing value.

Comparisons and Comments: Each State reduced plantings moderately in 1961 following a season of low prices in 1960. Total acreage for the seasonal group was down 6 percent. However, record high yields more than offset the cut in acreage and production exceeded the 1960 crop by 23 percent. The marketing conditions of the 1960 season were largely duplicated in 1961. Once more supplies from the early fall producing area had saturated market outlets. Late fall growers were forced to enter a depressed market, and with a large crop of their own, there was no price improvement. Furthermore, shipments from a potentially large winter crop began in mid-November and added to the excessive supply. The season average price was slightly higher than in 1960 but was far below the 1955-59 average. Strong competition from early fall crop supplies can be expected to continue in 1962. With average yields, an equal late fall acreage should provide ample supplies to meet market needs.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1955-61 average yield will result in a production 17 percent smaller than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,
Minnesota, Texas, New Mexico, Washington, Oregon, and Connecticut)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and Probable Production

(planted acreage 5 percent less than 1961)

20,100 1/ 260 4,860

Background Statistics

1961 Prel.	21,170	19,870	270	5,359	1.65	8,821
1960	19,850	18,950	278	5,277	1.63	8,620
1955-59 Average	21,410	19,940	233	2/ 4,626	1.92	8,673
1950-54 "	19,726	18,796	245	2/ 4,610	1.84	8,157

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 336 in 1950, 124 in 1951, 238 in 1953, 256 in 1954, 110 in 1956, and 289 in 1958.

Comparisons and Comments: Growers increased plantings for early fall harvest by 7 percent in 1961. Over half of the expansion took place in Texas. Furthermore, yields for the group were above average. As a result, total production was 2 percent larger than in 1960 and exceeded the 1955-59 average by 16 percent. First shipments from the Trans-Pecos and High Plains areas of Texas were made in late July. Movement from the State reached peak volume in September and October. Harvest in western Michigan became active in early August and moderate volume from the State continued through the fall months. Massachusetts furnished light supplies throughout the late summer and fall months but shipments were heaviest in October and November. Prices were disappointing during most of the season. In addition to the relatively heavy supplies from the early fall crop, competition from California carrots continued to be a factor. Shipping point prices were relatively low until early November as the season neared an end. Competition from California will continue to be heavy for fresh market sales in 1962. Also, processor requirements are likely to be limited by a fairly large carryover. With average yields, a moderately smaller acreage in 1962 would provide ample market supplies.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961. Such an acreage, with normal abandonment of 7 percent and a 1959-61 average yield will result in a production 9 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Carrots - Late Fall

(California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1962 Acreage Guide and Probable Production

(planted acreage equal to 1961)

8,000 1/ 278 2,224

Background Statistics

1961 Prel.	8,000	8,000	275	2,200	3.90	8,588
1960	8,000	8,000	335	2,680	4.29	11,491
1955-59 Average	9,640	9,640	267	2,569	4.37	11,147
1950-54 "	9,880	9,880	239	2,351	4.96	11,637

1/ 1956-60 average yield.

Comparisons and Comments: Production of late fall carrots in 1961 was the lowest of any year since 1951. Growers held plantings to the low levels of 1960. And yields were down considerably from the record set in the preceding year, largely reflecting less favorable marketing conditions. First fall supplies from California originated in the Salinas Valley and Santa Maria districts, then became available from scattered sources. Prices were low through September and October and did not turn up to moderate levels until mid-November. Returns per acre were about average but considerably below 1960 when both yields and prices were significantly higher. The large early fall crop was largely responsible for the lower returns in 1961. Improved quality of production and marketing practices in other producing areas nearer to consuming centers has seriously reduced outlets for California carrots. However, under normal competitive conditions there should be an adequate market for a 1962 crop from an acreage about as large as in 1961.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with no abandonment and a 1956-60 average yield will result in a production 1 percent larger than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Early Fall

(New York (L.I.), New Jersey, Ohio, Michigan, Oregon, and Wisconsin)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and Probable Production

(planted acreage equal to 1961)

7,750 2/ 91 670

Background Statistics

1961 Prel.	7,750	5,900	80	474	6.79	3,218
1960	7,850	7,400	95	701	6.31	4,420
1955-59 Average	8,264	7,244	91	2/ 664	6.55	4,274

1/ 1955-59 average yield.

2/ Includes 20,000 cwt. not marketed in 1957 and excluded in computing value.

Comparisons and Comments: Early fall crops in practically all commercial areas were adversely affected by abnormally warm temperatures that continued through most of November. Heavy rains caused some loss early in the season in Michigan. But the most severe losses occurred in Long Island. Total plantings were about the same as in 1960 but the acreage for harvest was about one-fourth less than in 1960. Moderately improved conditions in late October permitted an increase in shipments to fresh market outlets but overall movement continued well below normal levels for the season. With a substantially smaller production on Long Island and in most other early fall areas producing for fresh market, the group total was about one-third less than in 1960. Processing production in Oregon was about the same as a year ago. Fresh market prices ranged from moderate to fairly high levels during the brief season. Assuming that growing conditions are normal in 1962, the production from an acreage equal to 1961 should be adequate.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with a normal abandonment of 5 percent and a 1955-59 average yield, will result in a production 41 percent more than in 1961 but about equal to the 1955-59 average.

1962 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Late Fall

(California)

Year	: Acreage :		Yield :		:	
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

6,900

1/

94

649

Background Statistics

1961 Prel.	6,900	6,900	100	690	5.46	3,764
1960	7,200	7,200	105	756	4.81	3,640
1955-59 Average	5,980	5,960	86	508	5.12	2,612

1/ 1958-61 average yield.

Comparisons and Comments: There was a slight reduction in late fall cauliflower acreage in 1961 in response to the expectation that demand for freezing supplies would be at least moderately less than in 1960. Total acreage, however, was 15 percent more than the 1955-59 average. Average yields also were maintained at a high level as cool weather favored the development of crops in principal central California areas during October and November. Production was reduced as compared to 1960, but was more than a third larger than the 1955-59 average. The rapid adoption of improved packaging methods has helped to maintain fresh market outlets for part of this crop. Furthermore, in 1961, movement of the larger volume available for fresh market was facilitated by the fact that shipments from the early fall crop on Long Island were much less than normal during the fall and early winter months. Prices were favorable throughout the period. Since this situation is not likely to repeat in 1962, an acreage about equal to 1961 would satisfy market needs.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with no abandonment and a 1958-61 average yield would result in a production 6 percent less than in 1961 but 28 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Fall Vegetables

Celery - Early Fall

(Massachusetts, New Jersey, Pennsylvania, Ohio and Michigan)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and
Probable Production
(planted acreage equal
to 1961)

1,920 1/ 318 556

Background Statistics

1961 Prel.	1,920	1,720	345	594	2.94	1,746
1960	1,710	1,610	322	519	3.25	1,686
1955-59 Average	2,356	2,136	280	597	4.01	2,377
1950-54 "	3,658	3,436	271	2/ 933	3.71	3,364

1/ 1958-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 55 in 1953 and 39 in 1954.

Comparisons and Comments: The long-term downward trend in total early fall acreage was reversed in 1961 as increases in plantings in Michigan and Ohio more than offset reductions in New Jersey and Pennsylvania. In Ohio, following plentiful moisture and cool weather, a record-large yield per acre was harvested. A near record yield was recorded in Michigan. In total, production was a seventh more than a year earlier and virtually equal to the five-year average. Three-fourths of the production originated in Michigan. Marketings of celery were comparatively heavy in the fall of 1961. California, New York and Michigan supplies moved in volume into late fall. Supplies for local markets were harvested in a number of areas, including South and North Carolina, Indiana, Wisconsin, Colorado and Washington. Also, new crop supplies in Florida started moving to markets in the fall earlier than usual. Prices received by growers for early fall celery averaged at a near record-low level. If average yields and harvest patterns prevail in 1962, the production from an acreage equal to 1961 would be adequate for market needs.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with an abandonment of 9 percent and a 1958-61 average yield will result in a production 6 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Celery - Late Fall

(California)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Price	: Value
	(acres)	(cwt.)		(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and Probable Production
(planted acreage equal to 1961)

6,000 1/ 430 2,580

Background Statistics

1961 Prel.	6,000	6,000	465	2,790	3.10	8,649
1960	8,300	8,300	395	3,278	2.90	9,506
1955-59 Average	7,660	7,660	428	2/ 3,284	3.66	11,590
1950-54 "	7,900	7,900	345	2,717	3.84	10,356

1/ 1960-61 average yield.

2/ Includes 535,000 cwt. not marketed in 1956 and excluded in computing value.

Comparisons and Comments: Growers harvested a substantially smaller acreage in 1961. Most of the reduction was in the Santa Maria-Oceano and Stockton districts. Acreage in the Salinas-Watsonville district was about equal to a year earlier. Yield per acre increased to a record level and was sharply above the 1960 average. Although the record yield partly offset the cut in acreage, production was 15 percent below 1961 and the five-year average. In spite of the comparatively small production, prices received by growers improved only slightly over the record-low average of a year earlier. Market outlets for California supplies were restricted to an extent because of the continuation of supplies into late fall from producing areas in the East and Midwest. Also, supplies from Florida attained volume by mid-November. An acreage in 1962 equal to that of 1961 should provide a supply in balance with market needs, assuming yields are average.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with a 1960-61 average yield will result in a production 8 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Sweet Corn - Fall

(Florida and California)

Year	: Acreage : :Planted:For Harvest: Per Acre :Production: Price : Value (acres) (cwt.) (1,000 cwt.) (\$ per (\$1,000 cwt.)
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1962 Acreage Guide and
Probable Production
(planted acreage equal
to 1961)

11,300 1/ 58 616

Background Statistics

1961 Prel.	11,300	10,800	62	667	4.53	3,024
1960	10,700	8,700	51	444	5.70	2,530
1955-59 Average	10,720	9,560	62	2/ 590	4.56	2,581
1950-54 "	4,920	4,300	59	268	5.08	1,309

1/ 1956-60 average yield.

2/ Includes 33,000 cwt. not marketed in 1959 and excluded in computing value.

Comparisons and Comments: Florida growers held their 1961 fall crop acreage equal to 1960. But weather conditions were much better than average. Acreage losses were small and yields were high. As a result, the Florida crop was nearly twice as large as in 1960 and 14 percent above the 1955-59 average. Light supplies were available in late October and shipments increased steadily to a peak during the last half of November. Prices ranged from moderate to low levels. The season average price received by Florida growers was relatively low. The California crop was a tenth larger than in 1960, due to increased acreage. Out-of-state markets absorbed much of the increase and growers were able to maintain prices at moderate levels. The market potential for Florida and California fall crops is not likely to change in the near future. Growers could improve their bargaining position in 1962 with a slightly smaller crop. However, average yields on an acreage equal to 1961 would result in a sufficient adjustment.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment of 6 percent and a 1956-60 average yield, will result in a production 8 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Early Fall

(Virginia, South Carolina, Georgia, Louisiana, California, and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:</u> <u>For Harvest:</u>	Per Acre	: <u>Production:</u>	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and
Probable Production

(see 1962 guide below) 7,700 1/ 78 592

Background Statistics

1961 Prel.	8,300	7,800	77	603	4.54	2,740
1960	8,000	7,800	82	637	4.43	2,823
1955-59 Average	6,440	6,340	83	<u>2/</u> 524	4.33	2,275
1950-54 "	4,310	4,030	96	388	4.04	1,548

1/ 1955-59 average yield by states.

2/ Includes 4,000 cwt. not marketed in 1955 and excluded in computing value.

Comparisons and Comments: The 1961 planted acreage was relatively large with increases in Louisiana, South Carolina, and Texas accounting for the moderate change from 1960. Crops in the Southeast developed favorably and average yields were about normal. The group average yield was less than in 1960 because of wind and rain damage suffered by crops in Texas and because of adverse temperatures in California. The final outcome in 1961 was a production slightly less than in 1960. Early shipments, mainly from Virginia, were sold at fairly high prices during September. But with a more normal volume of competing supplies available from Florida, offerings in October sold at much lower prices. Average prices in all states except Virginia and California were substantially less than in 1960. Slightly less acreage will be required in 1962 in order to balance production with available market outlets.

1962 Guide: The 1962 guide is a planted acreage 10 percent less than 1961 in Virginia, South Carolina and Texas and equal to 1961 in all other states. Such an acreage, with an average abandonment in Louisiana of about 14 percent and 1955-59 average yields by states would result in a production 2 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Late Fall

(Florida)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1962 Acreage Guide and Probable Production</u>						
(planted acreage 5 percent less than in 1961)	6,300		<u>1/</u> 114	646		
<u>Background Statistics</u>						
1961 Prel.	6,600	6,200	115	<u>2/</u> 713	4.40	2,847
1960	6,200	5,600	120	<u>2/</u> 672	4.90	3,018
1955-59 Average	6,100	5,500	114	<u>2/</u> 622	5.88	3,254
1950-54 "	4,900	4,160	99	<u>2/</u> 414	6.28	2,422

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 31 in 1953, 48 in 1954, 40 in 1955, 30 in 1956, 76 in 1957, 71 in 1958, 80 in 1959, 56 in 1960 and 66 in 1961.

Comparisons and Comments: Fall plantings in Florida were increased moderately despite difficulties encountered in marketing the large crop produced in 1960. Losses due to adverse weather were mostly limited to the effects of unusually dry conditions in north Florida and the Ft. Myers area. Harvested acreage exceeded last year by 11 percent. Favorable yields in the larger producing areas in South Florida areas held the average near the relatively high level attained in 1960. Supplies available for marketing were larger than the quantities actually shipped during much of the season. A larger than normal volume from competing areas nearer major markets plus fairly heavy volume from north Florida by mid-October started prices off at a low level. There was only moderate improvement as marketings peaked in the various areas and the overall total reached most active stage around the first of December. Prices remained at low levels through most of December as the Pompano area became the principal source of supplies. Moderately less acreage will be needed in 1962 to maintain consumption at a comparatively high level.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961. Such an acreage, with normal abandonment of 10 percent and a 1955-59 average yield will result in a production 9 percent less than in 1960.

1962 Acreage-Marketing Guides
Fall Vegetables

Eggplant - Fall

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production
(see 1962 guide below)

1,460	1/ 80	110
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Background Statistics

1961 Prel.	1,650	1,550	94	2/ 145	4.91	658
1960	1,550	1,350	74	100	7.15	715
1955-59 Average	1,520	1,450	79	2/ 116	5.85	619
1950-54 "	1,470	1,400	62	2/ 86	6.62	551

1/ 1957-61 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1954, 15 in 1955, 11 in 1957 and 11 in 1961.

Comparisons and Comments: Florida producers experienced a very favorable growing season for their 1961 fall eggplant crop. Acreage was up sharply as growers reacted to the high prices in the two preceding years. Yields were substantially above average and the crop was the second largest of record. However, growers had considerable problems in marketing their crop. Prices generally held at moderate levels from late September through October. But as shipments became heavy in early November, prices dropped to distress levels. Large quantities were not marketed during the latter half of the 1961 season because of adverse market conditions. In Texas, plantings were about a fifth smaller than in 1960, continuing the long-term downward trend in that state. The relatively small crop generally sold at moderate prices. Market requirements for eggplant show little change from year to year. A substantial reduction in acreage would be desirable in Florida in 1962 to bring supplies into balance with potential outlets. Requirements for Texas eggplant are likely to show little change in 1962.

1962 Guide: The 1962 guide is a planted acreage in Florida 15 percent below 1961 and equal to 1961 in Texas. Such acreages, with normal abandonment and 1957-61 average yields by states, will result in a production 24 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington,
Oregon and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production
(see 1962 guide below)

31,150 1/ 158 4,841

Background Statistics

1961 Prel.	32,550	31,700	159	2/ 5,050	3.58	18,011
1960	34,730	33,600	154	5,159	4.05	20,910
1955-59 Average	39,110	38,090	151	2/ 5,706	4.14	23,436
1950-54 "	47,120	45,726	130	2/ 5,950	3.95	23,309

1/ 1959-61 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 223 in 1950, 137 in 1952, 28 in 1953, 19 in 1954, 40 in 1958 and 25 in 1961.

Comparisons and Comments: Growers decreased plantings in 1961 but higher average yields nearly compensated for the reduction. In Oregon, hot, dry weather reduced the potential crop. High temperatures in New Jersey caused a high proportion of seeders. But in California, where four-fifths of the early fall crop is grown, conditions were favorable for crop development. Total production for the group was 2 percent smaller than in 1960. Growers received attractive prices during most of September. However, returns dropped sharply at the end of the month as supplies became available from the Willcox and Aguila areas of Arizona. Prices continued low through October then rose to moderate levels in early November as shipments declined sharply. Prices averaged below 1960 in every state except Washington and Oregon and for the group were the lowest recorded since 1950. Early fall lettuce growers have had frequent marketing difficulties in recent years. Much of the success of their crop depends on the size of early plantings in Arizona. In planning acreage for 1962, growers should anticipate continued strong competition from this source.

1962 Guide: The 1962 guide is a planted acreage 5 percent less in New Jersey and California in 1961, and same as 1961 in all other states. Such an acreage, with a normal abandonment and a 1959-61 average yield by states will result in a production 4 percent less than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Late Fall

(Arizona)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and Probable Production,

(planted acreage 5 percent less than in 1961) 20,000

1/ 156

3,120

Background Statistics

1961 Prel.	21,000	21,000	170	3,570	4.20	14,994
1960	23,400	21,400	165	3,531	4.15	14,654
1955-59 Average	20,000	19,820	138	2,715	5.28	14,030
1950-54 "	12,020	12,020	139	1,640	5.01	8,185

1/ 1958-61 average yield.

Comparisons and Comments: Arizona growers cut plantings of late fall lettuce in 1961. Acreage was 10 percent below 1960 but still 5 percent above the 1955-59 average. The season was unmarked by any serious weather problems and yields were extremely high. As a result, production was record large, exceeding the 1956-60 average by 18 percent. Harvesting started in the Willcox area in mid-September and reached a peak by October first. Heaviest movement from the Aguila district occurred in late October. Active harvest in the Salt River and Herquahala Valleys got underway by early November and continued through most of December. First offerings in September returned high prices. But low prices prevailed during October as the bulk of Willcox and Aguila shipments overlapped substantial movement from Central California. The deal improved sharply around the first of November and prices averaged at moderate levels during the remainder of the season. In total, returns in 1961 averaged slightly above 1960 but were considerably below the 1955-59 average. With average yields, a smaller acreage in 1962 would provide ample supplies for market requirements.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961. Such an acreage, with no abandonment and a 1958-61 yield will result in a production 13 percent less than in 1961 but 3 percent above the 1956-60 average.

1962 Acreage-Marketing Guides
Fall Vegetables

Green Peppers - Fall

(Virginia, Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For Harvest:	Per Acre:	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and
Probable Production

(see 1962 guide below)

6,590 1/ 68 415

Background Statistics

1961 Prel.	6,900	6,750	78	528	7.04	3,718
1960	7,300	6,700	66	442	10.92	4,828
1955-59 Average	6,720	6,260	62	2/ 382	9.82	3,730
1950-54 "	7,890	7,570	42	2/ 321	11.01	3,356

1/ 1956-60 yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1954 and 6 in 1955.

Comparisons and Comments: Following successive increases in total planted acreage in 1959 and 1960, there was a slight reduction in 1961. A sharp decrease in Virginia more than offset larger plantings in Florida and Texas. In addition to the usual abandonment in Florida, some acreage was lost in Virginia. However, a high average yield was obtained as favorable weather prevailed in the principal producing areas of Florida and Texas. Total production was one-fifth more than in 1960 when part of the Florida crop was lost due to hurricane damage. With a normal pattern and volume of marketings from fall producing states as well as competing late summer states, there was particularly intense competition for market outlets. Heavy supplies from California dominated the picture during October and continued into early November. Active movement from Florida began at the height of the marketing period for Texas in late November and early December. Average prices to growers in all states were low in 1961. Substantially fewer peppers are required to satisfy market requirements in 1962. However, assuming average yields, modest acreage reductions would provide a sufficient adjustment.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961 in Florida and Texas and equal to 1961 in Virginia. Such acreages, with average abandonment and a 1956-60 yield by states would result in a production 21 percent less than in 1961 but 9 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Fall Vegetables

Spinach - Early Fall

(Massachusetts, Connecticut, New York, New Jersey,
Pennsylvania, Ohio and Missouri)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and Probable Production
(planted acreage equal to 1961)

5,050 1/ 58 275

Background Statistics

1961 Prel.	5,050	4,400	59	258	7.21	1,859
1960	5,550	4,750	54	256	6.74	1,726
1955-59 Average	5,802	5,246	59	310	5.95	1,833
1950-54 "	7,252	6,906	63	2/ 438	5.40	2,343

1/ 1956-60 average yield.

2/ Includes 17,000 cwt. not marketed in 1950 and excluded in computing value.

Comparisons and Comments: Plantings of spinach for early fall harvest declined 9 percent in 1961, continuing the trend underway since the early 1950's. All early fall states have reduced their production of this commodity in response to gradually shrinking market demand. Growing conditions were variable in 1961. Warm weather during the summer months caused some delay in harvest. But later in the season, conditions were favorable and relatively high yields were realized in most states. The small crop met excellent market reception and season average prices received by growers were high. An unusually even harvest pattern, with a minimum of overlapping between states, helped maintain the price structure at favorable levels. Most of the decline in fresh spinach production has been the result of a shift in consumer preferences to the frozen product. Frozen spinach supplies have been large in recent years and are likely to be abundant in 1962. Despite significant competition for the consumer's dollar, growers of fresh spinach find a satisfactory market in 1962 for a supply a little larger than in 1961. However, a sufficient increase would result from an acreage equal to 1961, provided growing conditions are normal.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment of 6 percent and a 1956-60 average yield, will result in a production 7 percent more than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Spinach - Late Fall

(Arkansas, Oklahoma, Maryland and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and Probable Production

(planted acreage equal to 1961)

2,750 1/ 46 108

Background Statistics

1961 Prel.	2,750	2,250	46	2/ 103	6.00	606
1960	2,650	2,350	48	113	5.35	604
1955-59 Average	2,660	2,130	45	95	5.13	484
1950-54 "	3,940	2,546	45	114	5.15	589

1/ 1956-60 average yield.

2/ Includes 2,000 cwt. not marketed in 1961 and excluded in computing value.

Comparisons and Comments: The Eastern Shore of Maryland and Virginia is one of the few areas in the country that has expanded fresh spinach acreage and production in recent years. Supplies from this area fill a brief but significant gap between late marketings of large northern fall crops and volume movement from the Texas winter crop. Acreage in 1961 was 17 percent larger than in 1960. Hot weather caused some damage in Maryland and yields were slightly below average. The area's crop was slightly below the previous year and sold for significantly higher prices. A 1962 acreage on the Eastern Shore would, with average yields, result in some increase in production. But apparently the market potential is good. In Arkansas and Oklahoma, growers had trouble marketing their 1961 crops. The market tone in this area often depends upon the strength of processors' demands for raw material. This demand was weak in 1961 and was detrimental to the fresh market. Prices were very low and a small quantity was not sold. A smaller supply would be sufficient in 1962. However, average yields on an equal acreage would result in an adequate reduction.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with a normal abandonment of 15 percent and a 1956-60 average yield, will result in a production 5 percent more than in 1961.

1962 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Early Fall

(California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1962 Acreage Guide and

Probable Production

(planted acreage 5 percent
more than in 1961) 20,500

1/ 168

3,444

Background Statistics

1961 Prel.	19,500	19,500	165	3,218	7.40	23,813
1960	21,900	21,900	175	3,832	6.80	26,058
1955-59 Average	21,080	21,080	163	3,441	7.38	25,490
1950-54 "	17,420	17,420	160	2,753	6.81	18,677

1/ 1957-60 average yield.

Comparisons and Comments: California growers cut acreage by 11 percent in 1961. Most of the reduction occurred in the Tracy-Patterson district. Average yields were also below 1960 levels and the crop was down by a significant 16 percent. Cool weather in the second half of September delayed the crop in all areas and harvest was later than normal. However, above normal temperatures in October prompted good development in most areas although some acreages in San Diego County suffered heat damage. Most September supplies originated in the King City district. But shipments from the State reached heaviest levels in October as harvest peaked in the Tracy-Patterson and Oxnard districts. Pole acreage in the Chula Vista and Oceanside areas furnished substantial volume through most of November. Shipping point prices declined to a low point in early October but then climbed to relatively high levels by the end of the month. For the season, prices averaged substantially above 1960. With normal weather conditions in 1962, a slightly larger crop should find ready market outlets.

1962 Guide: The 1962 guide is a planted acreage 5 percent larger than in 1961. Such an acreage, with no abandonment and a 1957-60 average yield will result in a production 7 percent larger than in 1961 but 1 percent less than the 1956-60 average.

1962 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Late Fall

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and Probable Production

(planted acreage equal to 1961)

10,000 1/ 118 1,098

Background Statistics

1961 Prel.	10,000	9,300	121	1,128	8.43	9,508
1960	9,700	6,300	128	808	9.33	7,536
1955-59 Average	14,360	12,760	93	1,196	8.64	10,074
1950-54 "	20,240	16,580	63	1,018	8.86	8,959

1/ 1957-61 average yield by states (1959 omitted)

Comparisons and Comments: Harvested acreage in 1961 was considerably above that of the preceding year when excessive rainfall and hurricane damage reduced plantings and forced the abandonment of more than a third of Florida acreage. Weather in 1961 was in direct contrast to these conditions; a lack of moisture was the principal cultural problem confronting Florida growers. Extensive irrigation partly offset the difficulty and yields were fairly high. But the crop ran heavy to small sizes. Shipments from Florida began in late October and reached substantial volume by mid-November as harvest peaked in the Fort Pierce and Fort Myers-Immokalee districts. Dade County movement got underway in late November and became heavy by early December. Prices for preferred sizes were high at the beginning of the season, then declined gradually as the season progressed. However, the prevalent small sizes returned relatively low prices. For the season, Florida prices averaged moderately below 1960. The small Texas acreage developed under favorable conditions and yields were high. The crop met good market reception and growers received a high season average price. Severe weather problems in the last three years have given Florida growers considerable difficulty in producing both the volume and quality they require for a successful season. In view of these uncertainties, growers would be wise to hold acreage at current levels.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with normal abandonment and a 1957-61 average yield by states (1959 omitted) will result in a production 3 percent less than in 1961.

1962 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, California and New Mexico)

Year	: Acreage :	Yield :	:	:
	: Planted: For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

198.4 1/ 77.8 15,205

Background Statistics

1961 Prel.	198.4	194.2	77.7	15,083	4.46	67,088
1960	196.5	196.5	78.6	15,445	4.11	64,150
1955-59 Average	288.2	280.7	66.9	18,696	3.69	69,860
1950-54 "	368.8	359.6	52.8	19,101	4.63	87,357

1/ 1960-61 average yield by states.

Comparisons and Comments: The total acreage of sweetpotatoes in 1961 was about the same as in 1960 when it reached a record low level. As compared to 1960, however, the distribution was somewhat different. Acreages were slightly less than 1960 in Maryland, Virginia, and North Carolina, largely in response to the depressed early season market in 1960. The principal increase occurred in Louisiana but plantings also were moderately larger in California. Growers in most areas experienced some difficulty in getting crops started due to unseasonably cool weather and in some cases excessive moisture. Early development was generally slow, but much more favorable weather prevailed throughout most of the summer. By the latter part of September dryness was having an adverse effect on final development of Eastern Shore crops as was the excessive rainfall in growing areas of Louisiana. The overall pattern though as the season progressed was a generally widespread improvement in yield prospects. In total, yields nearly equalled the record high achieved in 1960. Thus, production was maintained in 1961 at approximately the same total as a year earlier. The 1961-62 marketing season was characterized by an unusually orderly movement of supplies to market outlets from the principal producing areas. Unload data for major cities indicate that while the seasonal pattern was much the same as usual, the total volume available in these markets during the pre-holiday period was about one-fifth less than average. For the same period, prices at Eastern Shore shipping points were well above the low levels in 1960. In Louisiana, prices were fairly high but were at levels moderately less than in 1960. This was attributed at least in part to the larger relative quantity of lower grade U. S. No. 2's that were available. Prices paid for processing supplies also were moderately below last year. During the important holiday period, prices held at relatively high levels for fresh market supplies.

Indicated stocks for late season sale are somewhat less than in 1960-61 so that the seasonal rise in prices for the remainder of the 1961 crop should be at least moderately above average.

In the 1962-63 season, growers should be able to market successfully a slightly larger production than in 1961-62. Based on the assumption that average yields will continue at a relatively high, no change in acreage would be needed to obtain this quantity.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment and 1960-61 average yields by states, will result in a production 1 percent more than in 1961.

